

Publishers Weekly

The American Book Trade Journal Founded 1872

INDEX. VOL. 168 JULY-DECEMBER, 1955

Also Indexed in "Library Literature"

R. R. BOWKER CO. 62 WEST 45TH STREET, NEW YORK 36, 1956

\$9 per year, U.S.A.; Foreign, \$10; 35 cents a copy

Announcement Numbers, \$1.50; other special issues, 75 cents

Publisher's Weekly

VOLUME 168. JULY-DECEMBER, 1955

INDEX TO ARTICLES, IMPORTANT NEWS NOTES,
PERSONNEL NOTES, REGULAR DEPARTMENTS AND
MAIN TOPICS COVERED

- Atend, Hallett, obituary, 2482
 Abraham & Straus, Brooklyn, N.Y.: unusual store-wide promotion for book described, 2367
 Abramson, Ben, obituary, 459
 Academic Press, Inc. plans new annual journal, *Nuclear Science and Engineering*, 2531
 Academy Book & Gift Shop, Newark, N.J., moves, 130
 Acme Code Company, named U.S. agent for UNESCO Coupon book business with foreign countries, 1974
 Adams, Leslie, 1727
 Advertising, book: bookstore advertising discussed at ABA convention, 20; use of, by larger bookstores, studied in ABA cost analysis, 449; national newspaper ad expenditures compared, 1954-55, amounts spent over \$25,000 listed by publisher, 456
 Agnew, Seth M., 536
 Aladdin Books not "sold," continues as active firm, trade distribution taken over by Dutton, 1647
 Aley, Maxwell, Associates, N.Y.C., literary agency, re-opens, 875
 Aigrant, Roland, 2358
 Allen, Mahboobul, 2358
 All-Pets Magazine plans annual Pet Book Edition, 1199
 Altman, Frederick, 1287
 Alyn Stationers, Winsted, Conn., flood damage to, 1898
 Amend, Paul M., 1727
 American Baptist Publication Society: announces staff changes, 2419
 American Book Publishers Council: survey reports on censorship for first half of 1955, 793; outlines objectives for 1956, 2529
 American Book-Stratford Press: to manufacture Koran for Pakistani publisher, 2412; see also Books as gifts for businessmen
 American Booksellers Association: discusses "The Operation of the Bookstore: Large Stores and Chains," at annual convention, 16; "The Department Stores," 100; "College Stores," 158; makes cost analysis survey of bookstore operations, findings analyzed (article), 446, editorial, 464; Promotion Fund Committee formed to establish industry-wide promotion fund, 2052; *Bulletin* article attacks "cynicism" of booksellers and publishers about pub. dates, 2410, editorial, 2417; outlines plans for 1956, 2529
 Regional meetings: two more West Coast regional meetings announced, 708; programs, in part, 987; San Francisco Regional Meeting held, area to back "Cavalcade of Books," to form Northern Calif. Booksellers Association, *q.v.* 1881; report of meetings at Seattle, Portland, Los Angeles, San Francisco, Salt Lake City, Denver, 2052; editorial, 2070
 American Civil Liberties Union: to conduct study of denial of access to government information, 874; asks U.S. Post Office Dep't. to lift ban on printed "propaganda" from abroad, 2066; elects 3 new counsel, 2207
 American Heritage magazine, production methods described (article), 904
 American Institute of Graphic Arts: Magazine Clinic lists meetings for 1955-56, 918; tabulation of Linotype faces used in Fifty Books, 1925-55, 921; offices moved, 2306
 Textbook Clinic: annual textbook exhibit reviewed by Arthur R. Thompson, 50, production credits, 54, books listed, 56, editorial, 49; new chairman appointed, 918; announces six-month program of meetings, 2306
 Trade Book Clinic: plans season's first meeting, 1723; new committee to submit monthly notes on design of new books, Oct. comments quoted, 2016; hears Alfred A. Knopf on "A Publisher Looks at Bookmaking Today," 2022; Nov. meeting announced, 2125; comments on Nov. books, 2304; holds discussion meeting on trade book economics, 2351
 American Library Association: Assoc. of College and Reference Libraries receives grant from U.S. Steel Foundation, 14; holds annual convention (editorial), 117; convention speakers cite figures on extent of U.S. library service, 155; Council votes for ALA reorganization in conformity with Management Survey (editorial), 172; Amer. Assoc. of School Libraries adopts "Bill of Rights" in answer to censorship pressures, 359; Children's Librarians Association announces Frederic G. Melcher scholarship fund for students of children's librarianship, 360; pilot libraries selected to conduct adult education programs under Library-Community Project, 874; promotes, with Gen'l. Fed. of Women's Clubs, "Know Your Library Month," 1287; to distribute to American libraries 1600 free "Great Books" sets, 1646
 American Library in Paris: celebrates 35th anniversary with exhibit of fine American books, 109
 American News Co.: changes management, Henry Garfinkel elected president, 25; new management outlines new policy, 194; editorial, 193; N.Y.C. deliveries halted by strike, 709; strike settled, 1643; signs agreement with Hearst's International Circulation Distributors (independent), 746; anti-trust suit against American News and Union News Co. ends with consent decree forbidding monopolistic practices, 993
 American Psychological Association changes book review policies of its publications, 99
 American Type Founders, Inc.: sold, becomes independent corporation, officers and board announced, 1596
 Amsterdam Continental Types and Graphic Equipment, Inc.: new typefaces, 64, 65
 Andersen, Thelma, 1558
 Anderson, Orpah, 1889
 Antiquarian Bookman announces plans for "The 1956 AB Bookman's Yearbook," 1867
 Antiquarian Booksellers, International League of: plans Annual Congress in N.Y., 1643; editorial, 1648; Congress held, 2067

- Arco Publishing Co.: officers indicted for mailing "obscene publications," 458
- Arce, Alfred, 2145
- Argus Book Shop and Ben Abramson Bookseller, Chicago, closed, 813
- Armstrong, Barbara L., 32
- Art books: upward sales trends reported for first half of 1955, 1196
- Arts*, incorporating *Arts Digest*, starts publication, 2117
- Asia, book market in, articles by Robert E. Banker, 700, 786; by Richard Taplinger, 781
- Associated Booksellers moves, new quarters and operations described, 27
- Association of American University Presses: program for annual meeting, 26; holds annual meeting, elects officers, discusses: trade books; combined sales plans; distribution, discounts, cooperative shipping; editorial procedures; producing learned journals; printing and production; business and accounting; foreign sales; problems of small presses; AAUP operations (exhibits, checklists); pros and cons of Oxford's "Essential Books" plan, 610; report of Committee on Manufacturing Economics reviewed (article), 631; final report by Victor Reynolds quoted (editorial), 647
- Association Press: to launch two new series under Haddam House imprint, 2281; announces new appointments to Haddam House Editorial Advisory Committee, 2419
- Audio Books: to produce Plato album for Fund for the Republic, 2213
- Authors' League of America elects new officers, 2412
- Authors' League, Authors Guild of: holds meeting on the future of book-selling, 1709; elects officers, 2478
- Authors' League, Dramatists Guild of: signs new Minimum Basic Contract with League of New York Theaters, 472
- Authors' rights: Scandinavian schemes for paying royalties on books in libraries described, 472
- Ayres, Ruby M., obituary, 2208
- Babcock, George Thomas, obituary, 1647
- Back Issues Corp., Mamaroneck, N.Y., buys H. W. Wilson's back-number periodicals business, 797, 1287
- Baker, DeWitt C., III, 1890
- Baker, Dr. Richard T., 2277
- Baker, Sherman, 643
- Balch, Earle, 538
- Ball, Burnett, 2277
- Ballantyne, William, & Sons, Washington, D.C., sold, to move, 1902
- Banker, Robert E., 366: "Asia Can Be a New Market for American Books: Part I," 700; Part II, 786
- Bankers Publishing Co. moves, 801
- Bantam Books, Inc.: to launch new 50-cent reprint series, Bantam Biographies, 1499
- Bar-David, Jaap, Israel literary agent, moves to Tel Aviv, 2481
- Barnes, A. S. & Co.: controlling stock interest in, sold by Rinehart to John Lowell Pratt, textbook line sold to Ronald Press, firm to concentrate on general sports books, 1815; sued by Ben Hogan for use of photographs of himself without permission, 2479
- Barnes & Noble, Cambridge, Mass.: reopens after remodeling, quarters described, 37
- Barnes & Noble, Inc., N.Y.C.: robbery attempt against, fails, 2124
- Bartlett, Susan, 466
- Bauer, George W., 466
- Baxter, A. H., obituary, 2069
- Beacon Press: Mass. Superior Court denies plea for injunction against publication of "Krebiozen," 167; decision upheld by Mass. Supreme Court, 530; author of "Krebiozen" sued for libel, 641; new action filed for injunction against distribution of "Krebiozen," 1884
- Bean, Donald P., 2357
- Beaver, Harold, 31
- Beebe, Lucius, "Something New Under the Western Sun," 2059
- Beguelin, Dayton, 173
- Bell, Jesse G., Jr., 367
- Belli, Melvin M., denied injunction against publication of book about himself, 1978
- Bennett, Paul A., "Designer, Artist, Illustrator: Warren Chappell," 1586
- Berge, Wendell, obituary, 1724
- Berger, Jason C., 1891
- Berkeley Enterprises, N.Y.C., different from Berkeley Publishing Corp., N.Y.C., 1736
- Bernstein, Aline, obituary, 1724
- Bernstein, Robert L., 1890
- Bertsch, Audrey, 368
- Best sellers, national: June, 191; June list analyzed, 155; Jul., 672; Aug., 1316; Sept., 1748; Oct., 2139; Oct. list analyzed, 2115; Nov., 2429
- "Best Sellers of the Week," weekly department
- Bible, The: study of, "as literature," approved for Calif. schools, 109; designs of 15 countries join in international Bible design project, 2023; new English-language Jewish Bible to be published by World, revised version under preparation by Jewish Publication Society, 2422
- Bibliographies: new edition of "Guide to American Directories for Compiling Mailing Lists" announced, 2467
- "Bibliography of American Literature" reviewed by George T. Goodspeed (article), 2407; editorial, 2417
- Blancke, Leo M., 1469
- Bliss, Henry Evelyn, obituary, 712
- Bloch & Co., Cleveland, O., new firm, publishes first book, 372
- Bloomington, N.Y.C.: operations of new paperback dept. described, 183
- Book and Record Shop, Everett, Wash., formerly Universal Book Shop, 2284
- Book Center, Asheville, N.C., formerly Talman Book Co., 2221
- Book club selections: 185, 727, 1478, 1740, 2135, 2426
- Book clubs: Pertelsmann Book Club, German book club plan operating through bookstores, described, 800; FTC final decision in complaint against Doubleday rules against fair trade "agreements" for books assigned to clubs, upholds simultaneous release of book club and trade editions, 987; booksellers polled on opinions about book clubs, in dispute over Columbia Record Club, 1975
- Book clubs, new: Civil War Book Club, 711
- Book Craftsmen Associates, Inc., N.Y., moves, 65
- Book fairs: Frankfurt (Germany), 1284; described (article by Rudolph C. Ellsworth), 2468; Jewish Book Month, 1816; Memphis, Tenn., book festival, 1809; Puerto Rico Book Week festival, 1810; Santa Monica Festival of Books, 1809; Spanish-American book fair planned by Dominican Republic, 2354; Witkower's, Hartford, Conn., Book Week fairs, 2365; see also Exhibits, book
- Book fairs, children's: fairs to be co-sponsored by Children's Book Council summarized by Lucy Tompkins (article), 308, recapitulation, 1808; Chicago Miracle of Books, 309; Cleveland, 310; Detroit, 311; Hampton, Va., 312; Little Rock, Arkansas, 312; Los Angeles Public Library, 1809; Minneapolis, 313; Philadelphia, 314, 1555; Washington (D.C.) *Post and Times Herald*, 314; Wichita, Kansas, 315
- Book jackets, see Jackets, book
- Book lists: new books about Christmas, 2080; see also Bibliographies
- Book Manufacturers' Institute: sets up scholar-

- ship fund at Carnegie Tech School of Printing Management, 924; first scholarship award announced, 2006; announces 23rd annual meeting, program in detail; 1594; holds convention, elects officers, discusses reading incentive plan, technical advances, business trends, printing education, tariffs, wage questions, 2004
- Library Club reading incentive plan: objected to by librarians, 13; plan to be tested by N.Y.C. public schools, as Library Club of New York, plan described and critics answered by Sidney Satenstein, 361; further details, 458; columnist's comment quoted, 697; plan approved by Joseph L. Wheeler, former Enoch Pratt librarian (letter), 780; plan launched (editorial), 1725; annual convention hears reports on plan in operation, 1810; support for plan sought at first of luncheon series, 2476
- Book Mart, Niagara Falls, N.Y., opens, 548
- Book prices, see Prices, book
- "Book Publication," monthly title statistics: June, 47; Jul., 575; Aug., 901; Sept., 1601; Oct., 2001; Oct. statistics analyzed, 1959; Nov., 2312
- Book Shelf, The, Bethesda, Md., opens, 376
- Book Shop, The, Providence, R.I., moves, 778
- Book Shop, South Bend, Ind., sold, 548
- Book Stall, The, Portland, Ore., formerly Catherine Webster bookstore, opens under new ownership, quarters remodeled, 725
- Book Week: promotional aids for, announced by Children's Book Council, 990; book fairs to be co-sponsored by Children's Book Council summarized (article by Lucy Tompkins), 308, recapitulation, 1808; PW Book Week No., Oct. 22; schedule of Book Week features planned by newspapers and magazines, 1793; national promotion described, 1807; Book Week festivals planned in Santa Monica, Calif., 1809, Memphis, Tenn., 1809, Puerto Rico, 1810; co-operative effort of Book Week praised (editorial), 1817
- Bookbinding: discussed in AAUP study of manufacturing economies, 633, 635; binder gives tips to printers on securing "faster, cheaper and better binding," 1592; Alfred Cahen reports success of cold adhesive formula at BMI convention, 2004, 2006
- Bookmark, The, Stockton, Calif., reports business increase, operations described, 1901
- Book-of-the-Month Club, Inc.: pre-pub distribution of "Marjorie Morningstar" alleged by bookseller (letter), 1449; reply by Book-of-the-Month Club (letter), 1711
- Books about bookmaking reviewed: 61, 903, 2296
- Books as gifts for businessmen: details of fall ad campaign for, announced by American Book-Straftford Press, 991; addition to ad schedule, 2354
- Booksellers' Association of Philadelphia holds annual meeting, elects officers, 1723
- Bookselling methods: "Kroch's 'Book of the Week' Promotion Builds Traffic, Increases Sales," by Morton L. Levin, 528; direct mail promotion made more efficient with selective automatic addressing system (article), 980; advantages of flat display (editorial), 1468; marketing specialized books a problem (editorial), 1468; bookstore promotion techniques discussed by Muriel Gates at ABA Los Angeles regional meeting, 2055; see also American Booksellers Association
- Bookselling trends and statistics: survey shows bookstore sales up over 1954, 155; ABA cost analysis of bookstore operations summarized (article), 446; value of cost studies (editorial), 464; mail order book and magazine sales trends quoted, 1542; Authors Guild meeting discusses problems of bookselling, 1709; booksellers compare sales trends, Sept. and Oct., 1954-55, 2115; bookseller leaving retail book business discusses bookseller's problems, 2133; trends in consumption of books and mass media compared, 2262; total book sales estimated for 1929, '39, '47, '54, 2262; Doubleday and Brentano chains report top-notch Christmas season, 2339; booksellers report sales trends for Nov., early Dec., 2401; bookshops report on Christmas sales trends, 2555; N.Y.C. dep't store book dep't. sales trends compared, Sept., 1954-55, 1882, Oct., 2204
- Dollar volume of retail sales, national percentage changes in, monthly and cumulative: May, 1954-55, 455; June, 799; Aug., 1882; Sept., 2203; Oct., 2475
- See also Children's books
- Bookworm, The, Coral Gables, Fla., sold, 2134
- Borchardt, Georges, "French Publishing in 1955," 867
- Boulevard Shop, Newark, N. J., sold, 376
- Bourges, Albert R., obituary, 2274
- Boutell, Clip, 368
- Bowker, R. R., Co., Inc.: publishes 15th edition of "Literary Market Place," 98; issues 1955 "Books in Print," (editorial), 1725
- Bowman, Ann, 119
- Boxer, Oswald, 1291, 2072
- Boyd, Mercy, Book Shop, Waterbury, Conn., damaged by flood, 777; letter from owner, 871; escapes second flood, 1899
- Boyer, Ralph W., 2419
- Boyer, Rosemary Kent, 648
- Brace, Donald Clifford, obituary, 1555
- Bradford, Ned, 879
- Bradley, Mrs. W. A., 1650
- Branch, Evelyn V., 2419
- Branham, Leon, 366
- Bread Loaf Writers' Conference has new director, 1288
- Brenner, Felix O., 536
- Brent, Jennie, obituary, 1887
- Brent, Stuart, bookstore, Chicago, shop and operations described, 810
- Brentano's, Paris, operations described, 1310
- Brentano's Bookstores, Inc.: opens general book dep't. in Hecht Co., Washington, D.C., 1477; dep'ts. in Hecht's two stores described, 2424; chain reports Christmas season sales trends, 2339
- Brett, Bruce Y., 1726
- Brett-Smith, John, 31
- Brides-to-Be, new weekly magazine, to include regular book section, 157
- British Book Centre drops wholesale import division, 644
- Broadway Dep't. Store, Los Angeles, opens two new suburban branch stores, 1874
- Bromberg, Stanley, obituary, 116
- Brookes, Charles E., 1649
- Brooklyn College Bookstore, experience of, with paperbacks as college texts, 1752
- Brooklyn Public Library: experience of, with paperback books, described, 2432
- Brown, Donald W., 2545
- Brown, Emerson, 1890
- Brown, J. Trevor, 2485
- Brown Book Co., Asheville, N. C., sold, 813; name changed to Talman Book Co., 1902
- Buckley, Arthur, 1558
- Buckman, Gertrude, 1818
- Budlong, J. P. R., 366, 1726
- "Burgess, Thornton W., and His Nature Stories for Children" (article), 316
- Burke, Penn Elizabeth, 31
- Burkhead, Ranie P., 2277
- Burma: book trade described, market for U. S. books analyzed (in article by Robert E. Banker), 786
- Burney, P. K., 2277
- Burrows, Cleveland, O.: main store runs paperback dep't as pilot project for chain, operations described, 195
- Business books, fall highlights among, 1274
- Business gifts, books as: see Books as gifts for businessmen

Business operations, publishing: problems of personnel and paper work discussed at annual meeting of Assoc. of Amer. Univ. Presses, 621

Business trends and statistics: economic trends of next 10 years predicted at Printing Industry of America convention, 2018; retail sales and personal income figures for 1955 quoted, 2465

"But Can You Do That?", by Harriet F. Pilpel, monthly dept., last issue of month; for subject entries, see Legal decisions affecting book trade

Buyers' forecast, weekly dept. (with occasional exceptions); see also Forecast of juveniles; Popular Market Forecast

Byrd, Sam, obituary, 2482

Caedmon Publishers: plan recordings from foreign countries, 650

Cahen, Alfred, reports success of cold adhesive formula at BMI convention, 2004, 2006

Caine, Lynn, 1649

Calder, J. M., 2485

Campbell, David, 650

Campbell's Book Store, Dallas, Tex., closes, 890

Campbell's Book Store, Los Angeles: winners of Campbell Student Book Collection Contest, 38

Canada: group of publishers and booksellers cooperate in books-as-gifts ad and promotion campaign, 2353; Booksellers' Association and Toronto publishers sponsor training course in bookselling, 2542

Canfield, Cass, Jr., 1291, 1984

Canterbury-Craigne Book House, Canton, O.: sales experiences of, in juvenile dept., 374; advertising program of, 474

Cantor, Hal, 1503

CARE Book Program for children launched, bookshops urged to participate (editorial), 1888

Carey Press Corporation, N.Y.C., expands equipment, history of firm described, 570

Carey-Thomas Award: award luncheon scheduled, judges listed, 2474

Carnegie, Dale, obituary, 2069

Carnegie Institute of Technology School of Printing Management, Pittsburgh, expands, 920; receives scholarship fund from Book Manufacturers' Institute, 924

Carter, John, 2358

Caruso, Dorothy Benjamin, obituary, 2543

Case, Arthur S., obituary, 461

Catholic Library Guild, Boston, Mass., name changed to Costello's Books and Christian Art, new branch opened, 2367

Censorship: NEA convention condemns "book burnings," 306; Amer. Assoc. of School Libraries, at ALA convention, adopts "Bill of Rights" in answer to censorship pressures, 359; Post Office stop orders preventing publication in advance, held violation of freedom of press, 791; Amer. Book Publishers Council survey summarizes Post Office, legislative and local censorship activities for first half of 1955, 793, editorial, 735; Kefauver Committee to renew investigation of comics, 794; NODL reorganizes, plans integration of activities, 794; Ottawa forms censorship control board to screen magazines and paperbooks before wholesale distribution, 796; ACLU to conduct study of denial of access to government information, 874; decline of sensationalism in paperback covers may clarify censorship issues (editorial), 1490; ACLU asks lifting of Post Office ban on printed "propaganda" from abroad, 2066; danger to mass market publishing of censorship by "social pressure" (statement in article by Kurt Enoch), 2144; postal censorship a subject of study by legal group, book publishers polled on mail interception cases, 2204; Federal judge denies First Amendment plea in loyalty probe of author in USIS libraries, 2206; Catholic Women's League of Toronto attempts ban of 300 titles based on NODL list, similar campaign in Queens, N. Y., 2206; power of Motion Picture

Production Code diminishing, challenged by ACLU, 2427; government censorship in South Africa heavily criticized, 2480; new British Obscene Publications Bill before House of Commons, 2540

Court cases: conviction of *Catholic Worker* editor for peddling without license reversed by N. Y. Court of Appeals, 28; injunction against publication of "Krebiozen" (Beacon Press) denied by Mass. Superior Court, 167; decision upheld by Mass. Supreme Court, 530; new action filed for injunction against distribution of "Krebiozen" 1884; U. S. District Court, Chicago, dismisses test case indictments against New American Library and Fawcett for interstate shipment of "obscene" literature, 363; Samuel Roth indicted again for sending allegedly obscene materials through mails, 457; trial postponed, 875; two publishers indicted for mailing "obscene publications" and for conspiracy with distributors, 458; Miss. circuit judge upholds Jackson ordinance against books featuring illegal acts, 795; Melvin M. Belli denied injunction against publication of book about himself, 1978

Local: Calif.: Los Angeles Board of Education restores five books labeled "salacious" by housewife, 794; D.C.: Holy Name Union plans annual censorship campaign, 794; Fla.: Winter Haven creates Board of Review for Juvenile Readers to pass on printed matter, 794; Ga.: State Board of Education bans textbooks contrary to "Southern way of life," 794; Md.: Baltimore mayor circulates NODL list as guide to newstands and distributors, 1554; Mass.: police and NODL "clean-up" campaigns in several towns, 795; Mich.: Detroit public apathetic to police censorship, 795; Mo.: St. Louis mayor vetoes ordinance creating censorship board, 795; N. J.: NODL "clean-up" campaigns in several counties, 795; O.: Cincinnati police raid bookstore and newstands, seize "suggestive" joke and cartoon books, 795; Pa.: "clean-up" campaigns in several towns, 795; W. Va.: censorship boards active in several towns, 796; Wis.: Milwaukee Collector of Customs seizes copy of T. E. Lawrence book, 796

State legislation: Ill.: Governor vetoes censorship bill, 642; Md.: bill prohibiting sale of "crime comic books" becomes law, 795; Ore.: 7 "comic book bills" die at adjournment of legislature, one passed, 795; Tex. governor signs censorship bill, 795; Utah governor vetoes anti-comics bill, 796

See also Intellectual freedom

Censorship, substitutes for: Chicago Citizens Committee to launch "Great Books" type of program for youth, 794

Censuses of Business and Manufactures, to begin publication soon, 1865

Central Book & Art Co., N. Y. C., moves, 130

Centro Mexicano de Escritores moves, 1980

Century Book Store, Minneapolis, Minn., promotes books-as-gifts idea with bank, 726

Cerf, Bennett A., 2210

Chabot, Ernest B., obituary, 461

Chambers, John B., obituary, 802

Chaney, Beverley D., 536

Channel Bookshop, Inc., New Haven, Conn., sold, history of shop described, 2084

Channel Press, Great Neck, N. Y., new publisher, to release first titles, 2362

Chapin, Virginia, 2485

Chapman, Robert D., 1985

Chapman, T. T., 118

Chappell, Warren, 570; profile by Paul A. Bennett, 1586

Chatto & Windus, London, celebrates 100th anniversary (in article by Frank Swinnerton), 707

Chaucer Head Book Shop, N. Y. C.: to move, 667; to open branch, 889; correction, 1004

- Chemical Bulletin* announces book review policy, 1961
- Chessman, Caryl: controversy on how publisher received new mss. by, 110; wins 6th stay of execution, 169; wins new hearing, third book mss. confiscated, 1977
- Chicago Book Clinic: opens fall season with plant tour, officers announced, 1598; announces meeting on printing inks and color, 2478
- Chicago Bookman's Field Day held, 537
- Chicago Gift Show schedule announced, 2543
- Chicago Jewish Forum*, *The*, independent quarterly, celebrates 15th anniversary, 2531
- Children's Book Council: book fairs to be co-sponsored by, summarized (article by Lucy Tompkins), 308; recapitulation, 1808; lists promotional aids for Book Week, 990; adds four new members, 1814; elects officers, 2480
- Children's Book Guild of Washington, D. C., celebrates 10th anniversary, 363
- Children's books: *PW* Fall Children's Book No., Jul. 23; publishers plan heavy ad and promotion campaigns for fall juveniles, 305; "Some Leading Books for Children to be Published This Fall," 318; "Thornton W. Burgess and His Nature Stories for Children" (article), 316; international congress on children's book publishing to be held in Vienna, 362; Fall Index of Children's Books, 395; trends in current sales and advance Christmas ordering surveyed, 1791, 1792; "Selling Books for Three- and Four-Year-Olds," by Nora Kramer, 1796; WNBA-sponsored courses in children's literature described (article by Virginia H. Mathews), 1802; French and American juveniles compared, 2530; see also Book fairs, children's; Book Week
- Chilton Company buys book division of Conover-Mast Publications, Inc., 115
- Christian Booksellers Association holds annual meeting, elects officers, 1639
- Christian Herald* attacks book publishing industry as "sex-obsessed," 2478
- Christian Literature Corner, Santa Barbara, Calif., closed, 2367
- Christmas book features in newspapers, 1961, in magazines, 1962
- Churchill, Sir Winston: "Lunch With An Author," by Edward H. Dodd, Jr., 2264
- Churchill's Book Lovers' Haunt, Yakima, Wash., changes ownership, 38
- Ciardi, John, 1288
- City of Paris, San Francisco, book dep't. operations described, 1565
- Civil War Book Club launched, plan described, 711
- Clarke, Irene, 1890
- Clarke, William Henry, obituary, 646
- Cleland, Thomas Maitland, 921
- Clink, Margaret B., 2419
- Cloonan, Richard J., 536, 804
- Cohen, Mrs. Ora, 532
- Colby, Eva C., obituary, 2208
- Colby, Jean Poindexter, 642, 1288, 1558
- Cole, Dr. William Graham, 2419
- College Book Exchange, Toledo, O.; verdict for Harper in first case tried in complaints against publishers regarding wholesaler discounts under Robinson-Patman Act, 24; editorial, 30
- College Publishers Group: elects officers, 1980
- Collins, Arthur, 1890
- Collins, William, Sons & Co., Ltd., London to bring out Collins New Classics in U.S., 1474
- Colonial Bookshop, Omaha, Nebr., formerly Dundee Book Shop, 376
- Color in graphic arts: Eastman Kodak 3-color printing system described, 558; fine arts reproduction in Scribner imports (article), 912
- Columbia Mills to expand plants and equipment, 1598
- Columbia Records announces new price policy, 169
- Columbia Record Club: launched, 872; dispute over, continues, dealers' objections analyzed, 1975
- Columbia University Bookstore, N.Y.C.: stock control system of, described at ABA convention, 164; experience of, with paperbacks as college texts, 1752
- Comic books: statistics on reading of, 972
- Communications, symposium on, to be held at Michigan State Univ., 1466
- Concordia Publishing House, St. Louis, to co-publish, with Muhlenberg Press, Luther's complete works, 1645
- Conover-Mast Publications, Inc. sells book division to Chilton Company, 115
- Conservative Review*, bi-monthly, planned by Henry Regnery Co., 1199
- Consumer Reports* analyzes current travel books, 2117
- Contracts: Winchell fights acceptance of his "request for release" from broadcasting contract, case pending, 2537
- Cook books: fall list surveyed (article), 1630
- Copyright: forms and procedures under Universal Copyright Convention explained, 25; proposed (Crumppacker) bill would make government liable for suit for copyright infringements, 26; Court suggests "unfair competition" may give redress where copyright infringement not applicable (Amer. Visuals Corp.), 453; Congress votes funds for study aimed at revision of Copyright Act, 709; benefits of Copyright Act do not attach to renewals, where original copyright pre-dated Act, 791; Amer. Bar Assoc. holds Copyright Symposium, reviews present law and needed revisions, 793; new work on music copyright published, 1628; court decision awards copyright renewals equally to widows and children, after death of author, 1878; Calif. court decision extends "idea" protection beyond realm of copyright, 2200; see also Plagiarism
- Copyright, international: Japanese publisher pirating U.S. books to cease activities 454; details of settlement reported, piracy problem discussed, 531, correction, 866; James T. Farrell accuses Japanese publisher of piracy, 2207
- Universal Copyright Convention: goes into effect, 1280; ratified by France, 2123; analyzed in new publication, 2541; enabling bill introduced in Great Britain to revise domestic copyright law in line with Universal Convention, 2203; British bill delayed by complications, 2411; "Lessons Learned from Developing the Universal Copyright Convention," by Luther H. Evans, 1637
- Copyright Society of America formed, 793
- Cornell University Press launches Great Seal Books, higher priced paperback reprint line, 169
- Costello's Books and Christian Art, Boston, Mass., formerly Catholic Library Guild, opens new branch, 2367
- Council For Independent Distribution, new national organization of wholesalers, formed, 2431
- Courses, publishing and graphic arts: AIGA Workshop, 918; Carnegie Institute of Technology School of Printing Management, 920; Columbia, 918, 1465; New School for Social Research, 1466; N.Y. Employing Printers Assoc., 920; NYU, 920, 1466; WNBA, children's literature course, 1802
- Coward-McCann, Inc.: enlists co-operation of General Electric in planning "saturation promotion" of new book on home lighting, 468; to launch new series, Challenge Books, for jr. high classrooms, 2490
- Craddock, Emma Redd, 2071
- Crakes, Willard F., 715
- Crane, Edward M., Jr., 173
- Crane's Duplicating Service, Barnstable, Mass., adds mss. copying service, 1592
- Crowell, Cedric R., obituary, 29

- Danbury Music & Book Shop, Danbury, Conn., flood damage to, 1991
- Davey, Daniel, 1290
- David, Saul, 200
- Davis, Malcolm E., 1650
- Dawson, George, 1558, 1891
- Dawson, Muir, 727
- Dawson's Book Shop, Los Angeles, celebrates 50th anniversary, history and operations described, 474
- De Forrest, Michael, 1503
- De Graff, John, Inc., moves, 2481
- DeLuca, William B., 1290
- Demarest, Donald, "U.S. Paperbacks South of the Border," 736
- Demas, Vida, 648
- Dennen, William E., 1884
- "Design and Production," monthly department
- Deutsch, Monroe, obituary, 1982
- Devoe, Alan, obituary, 877
- De Voto, Bernard A., obituary, 2127; editorial, 2128; correction (letter), 2263
- Dick, Viola M., 715
- Direct mail: use of, by department store book depts., discussed at ABA convention, 104, 105; selective automatic addressing system for bookstores (article), 980
- Direct Mail Advertising Assoc. holds annual convention, makes awards, 1722
- Discount schedules: Basic Books, 116; Channel Press, 2355; Columbia Univ. Press, 363, 2355; *Essential Books*, 1980; Indiana Univ. Press, 171; Noonday Press, 1646, 1724; Oxford Univ. Press, 873; Princeton Univ. Press, 1288; Simon and Schuster, 116; Sterling Publishing Co., 2274; Taplinger Publishing Co., 1286; Univ. of Hawaii Press, 713; Univ. of Washington Press, 1556; Univ. of Minnesota Press, 1981; World Pub. Co., 644; Yale Univ. Press, 644
- Discounts: problems of university press discounts discussed at annual meeting of AAUP, 616, 617; discussed as bookseller's basic problem at ABA Los Angeles regional meeting, 2056; *see also* Wholesalers, book
- Disneyland Book Store, Anaheim, Calif., jointly established by 3 publishers, 1900
- Distribution, book: Assoc. of Amer. Univ. Presses discusses with booksellers, at annual meeting, problems of trade distribution, 615; Mexican distribution system for U.S. paperbacks described (article by Donald Demarest), 736; distribution of paperbacks in India described, 743; Dutch plan for handling single copy orders described (editorial), 2070; "A Plan for Regional Distribution," by Joel Sheldon (Vroman's, Pasadena), 2118, editorial, 2128, comment by bookseller (letter), 2263; *see also* Shipping, book; Wholesalers, book
- Dodd, Edward H., Jr., "Lunch With An Author," 2264
- Dodd, Mead and Company: "Lunch With An Author" (Sir Winston Churchill), by Edward H. Dodd, Jr., 2264
- Dodds, John, 1984
- Dolphin, The, Phoenix, Ariz., opens, 2221
- Donovan, William A., 2485
- Doubleday & Co., Inc.: design and manufacture of "Sunshine and Shadow," by Mary Pickford, described, 62; copyright infringement claimed against "Garbo" by John Bainbridge, 711; final decision on FTC complaint against Doubleday on book club relations, fair trade and discounts, 987; sells textbook dept. to Random House, 1553; N.Y. Supreme Court denies plea by Melvin M. Belli for pre-publication ban of book about Truman memoirs described, 2064, comments by booksellers involved, 2282; Doubleday Classics used by General Foods as cereal box-top premiums, 2272
- Doubleday Book Shops, Inc.: Baltimore, Md., store opened in York Road shopping center, 38, store described, 1871; Minneapolis, Minn., operations of store described, 888; Rochester, N.Y., shop closed, 38; launches Dolphin Records, new LP series, 796; chain reports Christmas season sales trends, 2339
- Dowling, John Williams, 466
- Down East Book Store, Yarmouth, Maine, opens, 890
- Downes, Olin, obituary, 877
- Doxology House, Burlingame, Calif., opens new retail book store, 813
- Driscoll, Nancy, 648
- Drown News Agency, Long Beach, Calif., increases sales with promotion of local authors, 196
- Dundee Book Shop, Omaha, Nebr., moves, changes name to Colonial Bookshop, 376
- Early, Edward F., 1650
- East Germany: Ben Russak describes book exhibiting experiences in Leipzig (article), 1964
- Eastern News Co. experiments to find turnover capacity for higher-priced paperbacks, 1754
- Eastman Kodak 3-color printing system described, 558
- Editor & Publisher issues 30th Annual Syndicate Directory, 609
- Education: Calif. Attorney General approves study of Bible "as literature" in schools, 109; recommendations on Federal aid to schools made by Adlai Stevenson to NEA, 306; Ford Foundation grants to education in 1954 (editorial), 647; effect of U.S. mass education on reading tastes (editorial), 803; value of college courses in creative writing (editorial), 803; pilot libraries selected under Library-Community Project to conduct adult education programs, 874; need for broader adult education (editorial), 878, concurring letter from NYU, 1544; debate on educational methods continues (editorial), 878; Fund for the Advancement of Education analyzes teacher-procurement problem, 2116; need for improved reading texts cited by NEA Journal, 2116; U.S. Army gives rudimentary educational courses to 4% of inductees, 2340; White House Conference on Education stresses need for using "more of our wealth for education" (editorial), 2356; *see also* Courses, book trade and graphic arts; Graphic arts education; Oklahoma, State of; Reading
- Egypt: librarians need more information on U.S. books, as aid in ordering, 1722
- Eldridge, Dexter C., 995
- Elfers, Robert A., 1818
- Ellsworth, Rudolph C., "The Frankfurt Book Fair, 1955," 2468
- Emily's Book Store, Alamogordo, N.M., sold, name changed to Vickie's Book & Letter Shop, 548
- Emmons Book & Record Shop, Baltimore, Md., closes, owner tells why, 2133
- Engl, Victor H., 1985
- Englehardt's, Chattanooga, Tenn., new bookstore, 38
- Engstrand, Stuart, obituary, 1647
- Enoch, Kurt, "The Need for Integrity in Paperback Publishing," 2142
- Erie Book Store, Erie, Pa., changes ownership, 476
- Eristoff, George A., 1891
- Esquire* magazine launches international credit club, 1977
- Essential Books* publishes first issue, 1867
- Essential Books, Inc., *see* Oxford Univ. Press
- Ettenberg, Eugene M., "Graphic Arts, Paris, 1955," 2010
- Eusebiotti, Elsie, 2485
- Evans, Luther H., "Lessons Learned from Developing the Universal Copyright Convention," 1637
- Everson, George F., 879
- Everyday Bookshop, Burlington, Vt., sold, 1567
- Exhibits, book: American Library in Paris fine

books exhibit, 109; Lahore (Pakistan) Book Exhibition, 523, 1555; Assoc. of Amer. Univ. Presses reports on its exhibits operation at annual meeting, 623; Rome (Italy), International Congress of Historians, 639; Paris (France) "Salute to France" follow-up exhibit, 640; Thousand Books Exhibit (N.Y. Times), 714; International Youth Library, Munich, exhibit of world's outstanding juveniles, 1284; Indian Industries Fair (Delhi, India), bookseller to exhibit technical and scientific books at, 1646; Combined Book Exhibit at National Business Show, 1816; Penguin Books (Canada) Ltd., at Canadian National Exhibition, 1866; plea for inclusion of trade juveniles in exhibits at educational conventions (letter), 2051; Leipzig (East Germany) and Poznan (Poland) book exhibitions by Ben Russak (article), 1964; N.Y.C. book displays by Thomas J. McLaughlin, the Combined Book Exhibit, 2126; see also Book fairs

Exman, Eugene, 1649

Exports, book, see Foreign trade

Fabian Book & Ticket Service, Passaic, N.J., to open, 1740

Fagnano, Ange, 119

Fair trade: outlook for, found hopeful by Bureau of Education on Fair Trade, 108; anti-trust suit against Schering Corporation filed in U.S. District Court, 710; General Electric denied injunction against price-cutting by Milwaukee Federal court, 710; plea for permanent injunction planned, 1883; Capehart "Fair Play" amendment to McGuire Act supported by trade groups, 710; FTC final decision in complaint against Doubleday rules against fair trade "agreements" for books assigned to clubs, upholds eligibility of books for fair trade, 987; Westinghouse Electric Corp. abandons price maintenance on small items, 1284; Dept. of Justice surveys drug prices in fair trade and non-fair-trade areas, 1284; U.S. Supreme Court again turns down anti-fair trade appeal by Schwegmann in trade mark case, 1883; Senate Small Business Committee polls businessmen on fair trade problems, 2124; fair trade dropped nationally by Westinghouse and Shaeffer Pen Co., 2411; reaffirmed by Esterbrook and Parker, 2542

Status of state fair trade laws: *Ind.*: county court ruling invalidating state law to be appealed, 710; *Md.*: circuit court upholds "non-signer" and "due notice" sections of state law, 797; *Mich.*: Supreme Court rules against non-signer clause, General Electric to abandon fair trade in Mich., 1883; Supreme Court rejects appeal for rehearing on anti-fair trade decision in Argus Cameras case, 2410; *McGraw Electric* drops fair trade in Mich., 2411; *Ohio*: Court of Common Pleas finds state law valid for non-signers in Union Carbide case, 2410; *Pa.* law upheld in decision of state Supreme Court, 108; *S.C.*: Richland County Court rules state law unconstitutional, case to be appealed, 710; *Tenn.*: Supreme Court upholds state law in Seagram case, 797; *Wis.* law upheld by State Supreme Court in Bulova case, 710

"Horizontal" price-maintenance: Federal District Court upholds "horizontal" fair-trading right of McKesson & Robbins in dismissal of anti-trust case, 109; case to be appealed to U.S. Supreme Court, 710; appeal made, 1284, 1883; case to be reviewed by U.S. Supreme Court, 2541

Fairfields Book Shop, Brunswick, Maine, opens, 1003

Falcon's Wing Press launches new higher-priced paperback series, "Wing Books," 708

Falk, W. E., Cincinnati, O., moves, 130

Fall Book Index 1955, 1330

Fall Index of Children's Books, 395

Famous-Barr, St. Louis, Mo., three branch stores described, 1873

Fawcett Publications plans new paperbound reprints line, Crest Books and Premier Books, 200

Fecha, Jose Zendera, 31

Federal Trade Commission: issues final decision on complaint against Doubleday on book club relations, fair trade and discounts, 987; approves consent order in complaint against Wm. H. Wise Co. trade practices, 1287

Feffer, Paul E., 1469

Feffer, Simons & Francoeur, Inc., new world wide export firm, started, 1721; announces organizational framework, 1815

Film composition: AAUP "Report of the Committee on Manufacturing Economies" includes study of photocomposition devices, findings reviewed, 633; see also Photon, Inc.

Film World, monthly educational magazine, reviews books, 2341

Finch, Hardy R., syndicates book review column to state educational magazines, 1961

Finck, Christian E., obituary, 1982

Finley, Ruth E., obituary, 1647

Fleming Bookstores, Columbus, O., reports success with branch store, 129; downtown store closed, but suburban shop (Fleming's Graceland Bookstore) to be expanded in new location, 1661

Flesch, Rudolf, see Reading

Fletcher, Theodore R., 2277

Flood damage in Northeast, effect of, on book trade, 777, 778, 871, 1898, 1991

Ford Foundation: grants to education in 1954 reported (editorial), 647; see also Fund for the Republic

Forecast, buyers', weekly dep't. (with occasional exceptions); see also Popular Market Forecast

Forecast of juveniles, weekly dep't. (with occasional exceptions)

Foreign trade: Conference on American Books Abroad to survey U.S. book export programs (editorial), 117; Senate bill would reduce overseas book postal rates 50 per cent, 168; university presses report export trends at annual meeting of AAUP, 622, 626; "Asia Can Be a New Market for American Books: Part I," by Robert E. Banker, 700, Part II, 786; "Asians Want American Books—And Aren't Getting Them," by Richard Taplinger, 781; growth of activity in book exporting since World War I traced (editorial), 714; *PW* Export Sales No., Sept. 17; book export trends reported, 1198; National Book Committee to convene Princeton Conference on American Books Abroad, schedule announced, 1280, editorial, 1557; full report of conference, with recommendations for overcoming principal barriers to flow of U.S. books overseas, 1712; UNESCO "free flow" agreement signed by Belgium and Spain, other signatories listed, 454, 1281; Mark Paterson & Co., U.S. agency in England, organized, 1285; "Point Four in Print" (editorial), 1289; government pledges support of expanding overseas book programs, 1642; Geneva Big Four foreign ministers conference calls for expansion of mutual exchange of publications, 1973; conference fails to reduce barriers to cultural exchange, 2204; India extends Open General License, 1979; W. S. Hall reports on visit to Russian book publishing, import and export bureau ("M.K.") in Moscow, 2344; Israel government proposal to raise exchange rate on foreign books meets opposition, 2414; see also Informational Media Guaranty program; U.S. Information Agency

Foreign trade statistics: university press export figures compared, 1953-54, 622, 626; book export totals, 1954 and first 4 months, 1955, 1198; U.S. book exports, 1953 and 1954, by country, by geographical areas, by commodity classifications, 1282; total percentage changes, 1952-54, 1281; book exports, Jan.-Apr., 1955, by month, by commodity classifications, 1282; U.S. book im-

- ports, 1953-54, by country of origin, by commodity classifications, 1283
- Foreman, Hugh A., 118
- Forkert, Franklin R., 2358
- 4 Seasons Book Shop, Miami Beach, Fla., sold, 2284
- Fowler, Gene: Hartmann allegation of plagiarism against, settled out of court, 1980
- France: "French Publishing in 1955," by Georges Borchardt, 867; "Graphic Arts, Paris, 1955," by Eugene M. Ettenberg, 2010; ratifies Universal Copyright Convention, 2123
- "Frankfurt Book Fair, The, 1955," by Rudolph C. Ellsworth, 2468
- Franklin, Benjamin, 250th birthday observances: January books on Franklin, 2188; plans for observance of 250th birthday of, 2289, 2310
- Franklin, Norman, 1650, 1891
- Franklin Publications, Inc.: elects two new directors, 457; opens two new field offices, 2123
- Franklin Square Subscription Agency celebrates 50th anniversary, 2187
- Fratt, Pete, 2484
- Frederick & Nelson, Seattle, Wash.: book dep't. mgr. discusses book selection policies at annual meeting of AAUP, 616; operations of book dep't., expansion program and new branch described, 1001
- Freeman, A. Albert, 538
- Freyberg, John D., 1558
- Fried, Jerome, 650
- Friedlander, Bernard Z., 1469
- Friedman's Book Shop, N.Y.C., moves, 130
- Frost, Barbara, 2210
- Fuller, Henry Martyn, obituary, 1647
- Fuller, Muriel, "Helen L. Jones of Little, Brown & Co.," 1804
- Fund for the Republic: makes grant to Quakers of Plymouth Meeting (Penn.) for refusal to fire librarian under attack as "subversive," 359; attacked by American Legion as apologist for communism, 1448; controversy over bibliography on communism, 1979, 2477; finances postal censorship study by legal group, 2204
- Future Book Shop, Fulton St., N.Y., sold, 38
- Gabriel, Sam'l. Sons & Co.: planning for Trumpet Books, new juvenile series, described, 1821
- Gagliardo, Dr. Domenico, obituary, 1982
- Gaither, Frances, obituary, 1982
- Galazka, Jack, 643
- Gardner, Alan, 995, 1647
- Garfinkle, Henry, 173, 194
- Gatten, L. Rex, 466
- Geffen, Dunn & Co. changes name to Geffen, Morton & Griffiths, 65
- Gelb, Donald, 650
- Gelles-Widmer Co., St. Louis, Mo., new firm, takes over Dolch Play-Way Reading Games, 1644
- Germany: see East Germany; West Germany
- Gerson, Virginia, 995
- Gibson, W. Norman, 2357
- Gill, Dr. Theodore A., 2419
- Gill, J. K., Co., Portland, Ore., expands wholesale service (editorial), 535; appointed Northwest depository in co-operative sales agreement of Stanford, Johns Hopkins and Univ. of Illinois presses, 649; buys controlling interest in Lowman & Hanford Co., Seattle, 2412
- Gillet, Stanley A., 804
- Gillin, Rose Marie, 366
- Gimbels, New York, opens Cross County (Yonkers) branch, 1872
- Gimbels, Philadelphia: suburban Cheltenham store and book dep't. described, 1868
- Giroux, Robert, 1558
- Glatfelter, P. H., Co.: expands facilities, 65; plans building to house new papermaker, 1598
- Glixon, David M., 995
- Glynn, Joseph P., 2419
- Goldbeck, Cecil, 1984
- Goldsmith, Adolph O., 1558
- Goodspeed, George T., "A True Bibliographical Dictionary of American Letters," 2407
- Goulden, Mark, 2545
- Graphic arts education: progress in, and future need for, discussed at conference, 564; Typographic Service, Inc., Philadelphia, endows scholarship in advertising art, 2311; see also Courses, book trade and graphic arts
- Graphic Arts Industry, Education Council of: scope of activities reported at BMI convention, 2006
- Graphic Arts Industry, Inc., Research and Engineering Council of: holds annual meeting, elects officers, reports progress on graphic arts materials and equipment, 556
- "Graphic Arts, Paris, 1955," by Eugene M. Ettenberg, 2010
- Grasset, Bernard, obituary, 1982
- Graves, Harold, 1649
- Great Britain: British Monopolies Commission reports findings, tribunal to review restrictive trade practices, 640; current events in London book trade (article by Frank Swinnerton), 705, correction, 1449; book prices compared, 1954-55, 864; book export figures, first quarter of 1955, 1284; bill proposed to revise Copyright Act in line with Universal Copyright Convention, 2203; bill delayed by complications, 2411; new Obscene Publications Bill before House of Commons, 2540
- Greene, A. C., Book Store, Abilene, Tex., moves, shifts ownership, 2133
- Greiner, Rudolph W., 367
- Griffith, John Leon, obituary, 461
- Griffis, Nixon, 1891
- Groenevelt, Nic, 804
- Grosse Pointe Book Shop, Grosse Point Woods, Mich., sold, 2134
- Grosset & Dunlap, Inc.: production of "Illustrated Treasury of Children's Literature" described (article), 1580; wins Direct Mail Advertising Assoc. award, 1722
- Grossman, Richard L., 367
- Grove, Lee E., 2276
- Grushkin, Philip, 2277
- Hacker's Book Shop, N.Y.C., specialized art book business described, 128
- Haddam House, see Association Press
- Haddon Craftsmen: strike of mailers and compositors may delay some pub. dates, 2475
- Hall, Ben, 367
- Hall, W. S., "A Recent Visit to Moscow," 2342
- Hall, Woodrow W., 119
- Halpin, William C., 2485
- Hanger, Wallace G., 1984
- Hanna, W. Hughes, 538
- Harbor Press books distributed by Book Sales, Inc., N.Y.C., 2079
- Harcourt, Brace & Co.: announces sales staff changes in school textbook dep't., 2277
- Harper & Brothers, Inc.: publication-day promotion of "All the Women of the Bible" described (article), 2218; see also College Book Exchange
- Harper's Magazine appoints Paul Pickrel chief book reviewer, 99
- Harrison, Carter, 2545
- Hartman, Harry, Booksellers, Inc., Seattle, Wash.: plans for paperback dep't. described at AAUP annual convention, 616; shop and operations described, 1000
- Harvey, William B., 2545
- Hasbrouck, Lawrence, 119
- Hathway, Marion, obituary, 2482
- Havens, Mary Sue, 1649
- Haynes, Robert, 2210
- Heany, Arthur G., 173
- Heath, D. C., Inc.: staff reorganization, 119
- Hecht's Department Store, Washington, D.C. and Silver Spring, Md., Brentano's book dep'ts. in, 1477, 2424

- Helmets, John, 2145
 Hemenway, Robert, 466
 Henderson, Daniel MacIntyre, obituary, 2208
 Henne, Dr. Frances, 367
 Herald Bookshop, Independence, Mo.: custom-made wrapping paper receives award at Kansas City Art Directors' Club exhibit, 1740
 Herman, Evans, 1503
 Hermitage House, Inc.: sells backlist and books under contract to Thomas Nelson & Sons, 1286
 Herr, Eugene L., obituary, 712
 Herr, L. B., & Son, Lancaster, Pa., operation of juvenile dept., 1825
 Hickory Stick Bookshop, Washington Depot, Conn., washed away in flood, 777; letter from owners, 871
 Higbee's, Cleveland, O.: promotion methods of book dept. discussed at ABA convention, 103
 High Fidelity magazine has regular book feature, 2117
 Hixson, Ernest L., 2485
 Hogan, William, 1290
 Hood, Leslie L., obituary, 875
 Hooper, Jerry L., 466
 Houghton Mifflin Co.: moves West Coast educational office, 28; opens new West Coast regional office in Palo Alto, 1885; "double discount" plan praised by bookseller (letter), 2341
 Housatonic Bookshop, Salisbury, Conn., receives award for match book advertising, 2495
 "How & Why," occasional department on design and manufacture of selected titles: 62
 Howden, Harold E., 368
 Howell, Fran, 2210
 Hoyt, Millicent S., obituary, 460
 Hudson, Glenn W., 1891
 Hudson, J. L., Co., Detroit, Northland Center branch store described, 1876
 Hungary: interested in exchange of U.S. and Hungarian translation rights (letter), 99
 Hunter, William H., 2277
 Hurdon, Jack, 366
 Hurst, Kenneth T., 2545
 Hutchinson & Co., Ltd., London, moves, new quarters described (in article by Frank Swinerton), 706; correction, 1449
 Imports, book, see Foreign trade
 India: Jaico Books, Indian English-language paperback line, distributed in U.S., 742; distribution system for paperbacks in India described, 743; extends Open General License, 1979; Wheat Educational Loan Office, New Delhi, asks textbook lists from American colleges, 2125
 Indonesia: book industry and potential market for U.S. books described (in article by Robert E. Banker), 702
 Informational Media Guaranty program: Turkey approves first IMG applications, 639; future prospects for, possible changes in provisions and operations of, surveyed, 1197; program extended to Indonesia, 1552; IMG agreement between U.S. and Vietnam, 2542
 Institute of Pacific Relations plans fight against Internal Revenue Service revocation of tax-exempt status, 1978
 Intellectual freedom: Fund for the Republic makes grant to Quakers of Plymouth Meeting (Penn.) for refusal to fire librarian under attack as "subversive," 359; U.S. District Court dismisses contempt indictment against Corliss Lamont, 530; Bill of Rights for School Libraries printed in full (editorial), 994; Elijah P. Lovejoy anniversary celebrated (editorial), 1983
 Intercultural Publications, N.Y.C., moves, 646
 International Board on Books for Young People to hold congress in Vienna on children's book publishing, 362
 International League of Antiquarian Booksellers, see Antiquarian Booksellers
 International Publishers Association to hold Congress in Florence, Italy (editorial), 2544
 Intertype Corporation: develops Fotosetter Devanagari script face for India, 561; operation of Fotosetter reviewed in AAUP study of manufacturing economies, 634
 Intro Bulletin, new literary monthly, to begin publication, 1629
 Iskandar, Yusuf, 1722
 Israel: Ministry of Finance proposal to raise exchange rate on imported books meets opposition, 2414
 Israel, Peter, 538
 Italy: book publishers issue joint catalog, 28
 Jackets, book: bookseller suggests two jacket designs for a single title, 14
 Jackson, Joseph Henry, obituary, 364; editorial, 464; memorial fund established, 455; Joseph Henry Jackson Memorial Library started at St. Mary's Hospital, San Francisco, 642
 Jacobs, Sidney R., 367
 Jaffe, Rona, 1503
 James, Marquis, obituary, 2274
 James Book Store, Cincinnati, O., moves, 130
 Japan: piracy of U.S. books to cease under agreement signed by pirating publisher, 454; details of settlement reported, piracy problem discussed 531; correction, 866; market for U.S. books, publishers' problems with U.S. translation rights (in article by Robert E. Banker), 701; James T. Farrell accuses Japanese publisher of piracy, 2207
 Jewish Book Month planned, 1816
 Johns Hopkins Press: widens scope of co-operative sales agreement, 649
 Johnson, E. Quentin, 1726
 Johnson, Stewart, 465
 Johnson, W. MacLean, 1726
 Johnson, Waldo F., obituary, 876
 Jolly, David, 995
 Jones, Helen L., profile by Muriel Fuller, 1804
 Jones, Margo, obituary, 534
 Journal of Electronics, new international periodical, announced, 1199
 Jung, Theodor, 174
 Junior Reviewers sold, moves, 642; to be run by new partnership, 1884
 Junketers visit graphic arts centers, honor printing notables, 570
 Kaiser's Book Store, Waco, Tex., sold, 476
 Kallman, Rudy, obituary, 802
 Kandell, Sydelle, 715
 Kansas Book Dealers Assoc. establishes biennial gift of books to Governor's Mansion, 873
 Katz, Morris, 1469
 Kauffmann, Stanley, 2418
 Kaufman, Albert, 119
 Kay's Book Shelf, Los Altos, Calif., runs book contest for students, 2500
 Keene, Robert, Bookshop and Gallery, Southampton, N.Y., history and promotion activities of, 544
 Keese, Richard E., 1650
 Kefauver, Sen. Estes, chairman, Senate Judiciary Subcommittee on Juvenile Delinquency, see Censorship
 Keiser, Harry Fred, obituary, 2416
 Kelly, Betty, Book Shop, Albany, N.Y., opens, 1567
 Kelsey, Robert H., 1649
 Kennedy, Thomas F., Jr., 1727
 Kerr, Malcolm S., 368
 Kimball, Fiske, obituary, 713
 King Features Syndicate has new fiction editor, 2531
 Kingsport Press: to run 1956 ad series on cultural resources in America for books, 2272
 Kirchwey, Freda, 1543
 Kirgo-Books, New Haven, Conn., moves, 130

- Kirsten, George C., 1543
- Klein, B., & Co. announces new edition of "Guide to American Directories for Compiling Mailing Lists," 2467
- Klier, Dr. Saul, 1469; obituary, 1647
- Knabe, Paul, 32
- Knapp-Fisher, James, 2485
- Knittel, Robert, 2357
- Knopf, Blanche W., 31
- Knowlton, Perry, 2276
- Koefoed, Jean, 174
- Korner, Harry, 533
- Kotick, David, 2072
- Kramer, Nora, "Selling Books for Three-and-Four-Year-Olds," 1796
- Kramer, Rita, 715
- Krinsley, Richard, 1891
- Kroch's & Brentano's, Chicago: "Book of the Week" promotion described (article by Morton L. Levin), 528
- Lahr, Richard A., 1727
- Lake-Austin Book and Gift Shop, Chicago, Ill., closes, 890
- Lamont, Corliss, indictment against, dismissed by U.S. District Court, 530
- Lamp, Albert A., Philadelphia, Pa., art books importer, moves to Costa Mesa, Calif., acquires partner, 1902
- Lamp & Poland, Costa Mesa, Calif., art books importers, *see* entry above
- Lang, Bob, 2484
- Langston Monotype Corporation announces new typeface, 572
- Learned journals, problems of producing, discussed at annual meeting of Assoc. of Amer. Univ. Presses, 620
- Lederer, Charlotte Backsack, obituary, 877
- Lees, Josephine T., 1553
- Legal decisions affecting book trade (monthly article by Harriet F. Pilpel): liability for royalties following shift in copyright ownership (Schirmer vs. Shubert), 451; plagiarism and parody (Jack Benny case), 452; "unfair competition" where copyright not applicable, 453; effect of Copyright Act on renewal copyrights, 791; freedom of press as defense in obscenity case, 791; jurisdiction in libel suits, 1459; truth as defense in libel suits, 1460; "fair comment" as defense in libel suits, 1461; protection from theft of business ideas, 1462; copyright renewals, disposition of, after death of author, 1878; libel vs. slander, law on, 1879; "idea" protection beyond realm of copyright, 2200; copying as basis of plagiarism, 2201; no libel in reporting subject matter of litigations, 2202; Quentin Reynolds libel suit against Westbrook Pegler, 2535; similarity of plot no proof of plagiarism, 2536; Winchell contract case, 2537; right of privacy not applicable to dead persons, 2537
- Lehman Book & Stationery Co., Fort Wayne, Ind.: operates PTA-sponsored school book fairs, 1824; reports business increase, 1901
- Lehmann-Haupt, Helmut, 2276
- Leibel, Carl J., Los Angeles, library binder: premises damaged by runaway automobile, 1567
- Lenten Reading Lists, *see* Religious Publishers Group
- Leone, Leonard P., 747
- Lerman, Harold, N.Y.C., medical books, moves, 376
- Lerrigo, Dr. Charles H., obituary, 2482
- Lerrigo, Edith, 2419
- Levin, Morton L., "Kroch's 'Book of the Week' Promotion Builds Traffic, Increases Sales," 528
- Levine, Richard, 1985
- Libel: author of "Krebiozen" (Beacon Press) sued for libel, 641; jurisdiction a problem where laws differ in different localities, 1459; truth as defense against libel suits, 1460; "fair comment" as defense, 1461; distinction between libel and slander discussed, 1879; court refuses redress where "libellous" material was brought out in judicial proceedings, 2202; case of Quentin Reynolds vs. Westbrook Pegler reviewed, 2535
- Libraries: increased contacts of, with publishers, cited (editorial), 117; figures quoted at ALA convention on extent of U.S. library service, 155; traveling science libraries for small high schools planned by Amer. Assoc. for Advancement of Science, 532; Bill of Rights for School Libraries quoted (editorial), 994; "Know Your Library Month" promoted by ALA and Gen'l. Fed. of Women's Clubs, 1287; development of Asian public libraries discussed at New Delhi UNESCO seminar, 1721; U.S. and Soviet Union libraries to expand publications exchange program, 1973; use of paperbacks in Brooklyn and N.Y. Public Libraries and Enoch Pratt Free Library, Baltimore, analyzed, problems raised by higher-priced lines discussed (article), 2432; *see also* American Library Association; Library Services Bill
- Libraries, presidential, U.S. government establishes system for, 1464
- Library Binding Service, N.Y.C., offers hard-cover binding for paperbacks, 2311
- Library Club Plan, reading incentive program, *see* Book Manufacturers Institute
- Library-Community Project, *see* American Library Association
- Library Journal to publish and distribute Lenten Reading Lists, 2354
- Library of Congress: budget passed by Congress, breakdown quoted, 639; publishes treasure map bibliography, 2402
- Library Services Bill reported out by House committee, 530
- Lippincott, J. C., Co.: promotion of "The Exurbanites" described (article), 2121
- Lithographers National Association holds 50th Anniversary Convention, reviews progress, elects officers, 565
- Lithographic Technical Foundation: forms joint committee with Amalgamated Lithographers of America, first meeting held, 49
- Lithography offset: improvements in, through better controls, reviewed, 565; "Dry Offset: The Present Outlook in Plates and Presswork" (article), 908
- Little Angel Gift Shoppe, Brooklyn, opens, 38
- Little, Brown & Co.: profile of Helen L. Jones, children's book ed., by Muriel Fuller, 1804
- "Little Engine That Could, The," *see* Platt & Munk, Inc.
- Litzelmann, Carl H., obituary, 1556
- Lockwood, Willard A., 2485
- Loizeaux, Paul C., 2484, 2545
- Longmans, Green & Co.: to provide recorded author interviews for local radio programs, 699, 865
- Lothian, Louis A., 804
- Loveman, Amy, obituary, 2416
- Lowman & Hanford, Seattle, Wash.: operations of book dep't. described, 1566; sold to J. K. Gill Co., Portland, Ore., 2412
- Lulworth, Inc., Books, N.Y.C., closed, 1902
- Lustig, Alvin, obituary, 2355
- Lustig's Book and Gift Shop, Tuscaloosa, Ala., history, quarters and operations described, 1738
- Lynch, Joseph, 173
- Mabel, Leo P., 1818
- McAuliffe, Tom, 1891
- McBean, Dilla, 1818
- McClurg, A. C., & Co. announces annual book conference, 169
- McCorkle, George M., 879
- McCoy, Horace, obituary, 2543
- McGraw, Harold, Jr., 1889
- McGraw-Hill Book Co.: new technical reference series on peaceful uses of nuclear energy released

- by U.S. government at Geneva, 806; announces executive staff reorganization, 1889
- McGraw-Hill Publishing Co.: establishes 10 National Merit Scholarships, 2207
- McGuire, E. F., 747
- McKenzie, Dorothy, 1650
- McKeogh, Elsie Finch, obituary, 1981
- McLean, Geraldine (Mrs. John), 1889
- McManus, Maureen, 536
- Macmillan Company, The: receives Civil Defense award for air raid precautionary program, 2415
- McNamara, R. C., Jr., 118
- McNamara, Robert C., 118
- McShane, Lewis L., obituary, 1887
- McVey, Bill, 32
- McVey Associates, new ad agency, 32
- McWilliams, Carey, 1543
- Madison, Elizabeth, obituary, 2069
- Madonna Book Shop, Detroit, Mich., moves, 2085
- Mags, Ernest U., obituary, 116
- Mail order book and magazine sales trends quoted, 1542
- Main Street Book Store, Chicago, Ill.: special promotion of Christmas cards described, 2081
- Malcolm, Donald F., 2276
- Mann, Thomas, 80th birthday observances, 124; obituary, 711
- Marboro Books, N.Y.C.: to open fifth store, 1566; Books for Life contest to promote new shop, 1991; opens new Greenwich Village store, quarters and operations described (article), 2347
- Marshall's (Bob) Book Store, Ann Arbor, Mich.: stock arrangement and control and handling of special orders described at ABA convention, 162
- Martindale, Walter and Virginia, 1650
- Martindale's Book Store, Beverly Hills, Calif.: handling of paperbacks discussed at ABA regional meeting, 2053; new Santa Monica shop described, 2557
- Marwil Book Co., Detroit: Northland Center branch store described, 1876; reports changes in operation of Northland branch, 1901
- Mass Market, The, monthly dep't.: for subject entries, see Distribution, book; Paper-covered books; Wholesalers, book; see also Popular Market Forecast
- Mathews, Virginia H., "WNBA Offers a Plan for a Course in Children's Literature," 1802
- Matthiesen, Helen, 725
- Maxwell-Wilkinson, Ronald, 1884
- May Company, Denver, opens suburban branch, 1874
- Mead, Robert D., 1558
- Means, William Melvin, 2277
- Medical books, fall highlights among, 1259
- Melcher, Frederic G., scholarship fund established by Children's Librarians Association, 360
- Meredith Publishing Co.: promotion and ad program for *Better Homes & Gardens* books detailed, 996; experiments with bookstore tie-in promotions, 2271; announces sales staff changes, 2484
- Mexico: distribution system for U.S. paperbacks (article by Donald Demarest), 736; Spanish-language paperback line launched, 747
- Meyer, Lewis, Book Store, Inc., Tulsa, Oklahoma, to open, 1004
- Microcard Foundation moves, to be affiliated with Univ. of Wisconsin Press, 641
- Midstream, new Jewish quarterly review, announced, 1199
- Millane, Paul L., 2277
- Millen, Barbara, 648
- Miller, Casey G., 1558
- Miller, Rhoda, 2419
- Milliken, Patricia, 1985
- Mills, Maud Perry, obituary, 2482
- Mills, R. M., Book Store, Nashville, Tenn., quarters and operations described (article by Clinton Balmer), 1662
- Milton, George Fort, obituary, 2208
- Miner, Mrs. Martha, 366
- Minnesota Coop Book Store, Minneapolis, Minn., operations described, 888
- Minnesota Mining & Manufacturing Co., St. Paul, develops new makeready process for letterpress, 916
- Minton, Melville, obituary, 533
- Minton, Walter J., 1889
- Miss. State Times sponsors drive for books for State Penitentiary library, 1644
- Moelling, John G., 1727
- Monpeurt, Marc, 1469
- Moral, Marilyn, 2072
- Moreau, Jean-Louis, 118
- Morgenthau, Henry, Jr., excerpts from diary of, subpoenaed by Senate subcommittee in Harry Dexter White investigation, 2068
- Morris, Aldyth V., 648
- Morrison, Theodore, 1288
- Morrow, William, & Co., and associated firms make special offer to aid flood-damaged bookstores, 871
- Moseley, Cameron, 2277
- Mostowski, Jan, 889
- Muhlenberg Press, Philadelphia, to co-publish, with Concordia, Luther's complete works, 1645
- Muller, Julian P., 2071
- Mundy, Emily, Bookshop, Syracuse, N.Y., sold, name changed to Eleanor Scott Bookshop, Inc., 812
- Munger, Harold N., 118
- Munson, Gorham, 174, 648
- Murby, Leslie, 1650
- Murray, Wallace S., 119
- Mutual Book Co. (Hanna Libraries), Cleveland, O., moves, 38
- Myers, Rav, 1290
- Mystery Writers of America: to collaborate in TV show, 2494
- Nathan, Paul, "Rights and Permissions," weekly column
- Nation, The: celebrates 90th anniversary, 99; Freda Kirchwey resigns, new editor and publisher appointed, 1543
- National Book Awards: judges announced for 1955 selections, 1721; promotion plans for, to be "sold" to the trade by travelers, 2065; promotion plans, leading contenders among books nominated, announced, 2473
- National Book Committee: asks Publishers Adclub for book and readership promotion ideas, 1552; to sponsor Conference on American Books Abroad (editorial), 117; conference schedule announced, 1280; editorial, 1557; conference hears pledges of government support of expanding overseas book programs, 1642; full report of conference with recommendations for overcoming principal barriers to flow of U.S. books overseas, 1712; holds annual business meeting, reviews first year's activities, re-elects officers, 2270
- National Conference of Christians and Jews moves, 713
- National Council for the Social Studies, plans of, for sessions on books and reading at annual meeting, 1812
- National Council of Teachers of English: detailed plans of, for annual meeting, 1811; meeting held, panel discusses teachers' role in developing lifetime reading habits, 2404
- National Education Association: holds annual convention, condemns "book burnings," 306
- National Organization for Decent Literature (NODL), see Censorship
- National Science Foundation seeks bids for publi-

- cation of new book, "Science in the Federal Government," 2273
- Nelson, Albin F., 2419
- Nelson, Oscar W., Co., Port Neches, Tex., book and gift shop, opens, 1901
- Nelson, Thomas, & Sons: new trade book dept. to publish nonfiction, 796; acquires backlist of Hermitage House, 1286; reports sales trends for "The Revised Standard Version of the Bible," 2272
- Nep, Victor, 1291
- Netherlands: plan for handling single copy orders described (editorial), 2070
- Neurath, Walter, 2072
- Nevler, Leona, 2071
- New American Library of World Literature, Inc.: test case indictment of, for interstate shipment of "obscene" literature, dismissed by U.S. District Court, 363
- New Directions: to launch new paperback line, New Directions Paperbooks, 796
- N.Y. Employing Printers Assoc., Inc. plans 14th Exhibition of Printing, entries invited, 1598
- New York Graphic Society, Greenwich, Conn., publishes UNESCO World Art Series, 2078
- N.Y. Herald Tribune: changes layout and expands coverage, improves handling of book reviews, 992
- N.Y. Public Library: compiles "TV Guide to Books" for children, 864; experience of, with paperback books, described, 2432
- N.Y. Textbook Publishers Group: hears educators on increasing importance of textbooks as teacher shortage continues, 2125
- New York Univ. Bookstore, experience of, with paperbacks as college texts, 1750
- Newbery-Caldecott Awards: "Newbery Medal Books, 1922-1955" to be published by The Horn Book, Inc., 371; nominations under way, 1975
- Newman Book Shop, Washington, D. C., opens, 1483
- Newnes, Sir Frank, obituary, 646
- Norway, Long Island daily, to run weekly book page, 1544
- Nichols, Edward W., 1649
- Nobel Prize for literature, 1955, to Halldor Laxness, 1974
- Noel's Blue and White Shop, Storrs, Conn.: inventory destroyed by flood, 871
- Nolan, R. Allen, 1291
- Nonday Press: design and binding of Meridian Books discussed, 62; firm expands, increases staff, 715
- Northern California Booksellers Association: proposed at San Francisco Regional Meeting of ABA, organizational meeting scheduled, 1881; holds meeting, elects officers and directors, adopts by-laws, 2064
- Norton, W. W., & Co., Inc.: to move, 363; correction, 534
- Noth, Elena Fels: literary agency discontinued, 1288; to continue agency in Norman, Okla., 2273
- Odyssey Press, N.Y.C., moves, 363
- Offset lithography, see Lithography, offset
- Olsen, Archibald G., 465
- O'Gorman, William, obituary, 534
- Oklahoma, State of: legislature votes funds to buy trade books for school libraries, implementation planned, 108; booksellers sue State Board of Education, temporary restraining order granted, 167; State Supreme Court to hear case, 1976; temporary injunction set aside by Supreme Court, publishers' bids and samples to implement plan asked by State Board of Education, 2413
- O'Neill, Peggy, 2071
- Open Book Shop, The, Pittsfield, Mass., closes, 376
- Orenstein, Lora, 1650
- Ormont, Arthur, 747
- Ortega y Gasset, José, obituary, 1981
- O'Sullivan, Daniel J., 466
- Otteneimer, I. & M., Baltimore, Md., ceases remainder and jobbing operations, changes name to Otteneimer: Publishers, 709
- Oursler, Grace Perkins, obituary, 2543
- Owen, Peter, 1469
- Oxford University Press: pros and cons of "Essential Books" plan discussed at annual meeting of Assoc. of Amer. Univ. Presses, 628; begins shipping from N.J. plant, 708; business offices move to Fair Lawn, N.J., plant, 1554; *Essential Books* publishes first issue, 1867; promotion, at Cody, Wyoming, of "Buffalo Bill and the Wild West" (article by Lucius Beebe), 2059; *Essential Books* to publish in U.S. Two British series, 2214
- Pacific Book & Supply Corp. moves N.Y. office, 2354
- Pacific Spectator, The*, publishes anthology of articles from first 9 vols., 2467
- Paine, Paul Mayo, obituary, 171
- Pakistan: Publishers and Booksellers Assoc. plans annual Lahore Book Exhibition (letter), 523; U.S. books to be exhibited by Asia Foundation, 1555; book trade described, market for U.S. books analyzed (in article by Robert E. Banker), 788
- Palmer Book Shop, Denver, Colo., moves, 130
- Palmer's Book Shop, Brunswick, Maine, closes, 890
- Pantheon Books, Inc.: promotion of "Gift from the Sea," by Anne Lindbergh, described (article), 2062
- Papale, Guy, 2484
- Paper: variations in, discussed by Printing House Craftsmen, 922
- Paper Editions*, book club quarterly, begins publication, 699
- Paper Editions Book Club launches sales organization to wholesale unfranchised lines, 2477
- Paper-covered books: paperback book dep'ts. in college stores discussed at ABA convention, 166; new higher-priced line, Great Seal Books, launched by Cornell Univ. Press, 169; possibilities of paperbacks discussed by booksellers at annual meeting of Assoc. of Amer. Univ. Presses, 616, 617; new higher-priced line launched by Falcon's Wing Press, 708; "U.S. Paperbacks South of the Border," by Donald Demarest, 736; Spanish-language paperback line launched in Mexico, 747; New Directions launches new higher-priced paperback line, New Directions Paperbooks, 796; "Fall Highspots Among the Paperback Originals & Reprints," 1234; "The New Look in Paperback Covers" (article), 1492; editorial, 1490; increased use of paperbacks as college textbooks (article), 1750; editorial, 1749; lack of space limits turn-over of high-priced lines (article), 1754; economics of bookstore handling of paper-covered books discussed by Walter Martindale at ABA Los Angeles regional meeting, 2053; balance of production and sales seen as continuing problem (editorial), 2141; "The Need for Integrity in Paperback Publishing," by Kurt Enoch, 2142; Univ. of Chicago Press launches new higher-priced paperback line, Phoenix Books, 2205; public library use of paperbacks analyzed, problems raised by higher-priced lines discussed (article), 2432
- Pasek, J. Edwin, 1727
- Paterson, Mark & Co., London, organized to promote trade sales of U.S. books in England, 1285
- Payot, Librairie, Geneva, Switzerland, promotes books on nuclear energy to tie in with International "Atoms for Peace" Conference, 1306
- Penguin Books (Canada) Ltd. has success with booth at Canadian National Exhibition, 1866
- Perkins & Squier celebrates 50th anniversary, 65

- Peter Pauper Press appoints London agent, 1287
- Peterson, D. E., 118
- Peterson, Virginia, 1543
- Pettigrew, D. L., 118
- Pfeffer, Max, 174
- Philadelphia Book Clinic: new chairman, plans for 1955-56 season announced, 918; discusses finances of publishing at first meeting, 2019; Nov. meeting discusses "good bookmaking" vs. sales needs, 2308
- Photon, Inc.: business prospects of, for 1955 and 1956, 64; progress of machine reported at Research and Engineering Council meeting, 557
- Piana, Matthew, obituary, 534
- Pickwick Book Shop, West Hartford, Conn., shift in ownership, 2221
- Piggin, Julia, 2276
- Pipfel, Harriet F., "But Can You Do That?", monthly dept., last issue of month; see Legal decisions affecting book trade
- Piracy, see Copyright, international
- Pitkin, Walter, 1818
- Plagiarism: found present in Jack Benny parody of film, 452; copyright infringement claimed against Doubleday for "Garbo" by Joan Bainbridge, 711; Hartmann allegation of, against Gene Fowler, settled out of court, 1980; court reaffirms copying as true basis of plagiarism suits, 2201; similarity of plot held insufficient grounds in plagiarism suit, 2536
- Platt & Munk, Inc.: offers \$1000 reward for proof of authorship of "The Little Engine That Could," known history of story traced, 798; more testimony on early origins (letters), 1795
- Plimpton Press: ownership transferred to new management, new officers elected, 2016
- Ploeg, Hendrik, 2072
- Ployart, Sally, 1726
- Pluchino, John, 536
- Pocket's Inc., Washington, D. C., to open, 1994
- Pocket Books, Inc.: discontinues "Discovery" series, 1448; reports record sales year, 2261; history and future plans of Pocket Library summarized, 2435
- Poetry magazine: funds for, to be raised by Chicago Poetry Day promotion, 2068
- Pogany, Willy, obituary, 534
- Poland: Ben Russak describes book exhibiting experiences in Poznan (article), 1964
- Polk, William T., obituary, 2069
- Polygraphic Company of America celebrates 30th anniversary, history of firm described, 2020
- Pooh Corner Book Store, Denver, Colo., to open branch, 813
- Poole, William, 1890
- Popular Market Forecast: Sept., 201; Jan., 2151; for Oct., Nov., Dec., see "Fall Highspots Among the Paperbacks," 1234
- Popular Mechanics raises ad rates, launches German edition, 2117
- Population trends, U.S.: amount of increase by 1965 predicted, 2019; need for book trade planning (editorial), 1983
- Porter, Harry A., 1985
- Posay, Dr. Rollin B., 1818
- Postage, prepaid, see Shipping, prepaid
- Postal rates: Senate passes bill to reduce overseas book postage, extend coverage of domestic book rates, 168; raising of weight limit for printed matter proposed by Postal Union of the Americas and Spain, 2411
- Poston, Thurman R., 1650
- Potter, Fred H., 995
- Powell's Gift Shop, Fort Myers, Fla., sold, 375
- Powers Drygoods Co., Minneapolis, Minn., operations of book dept. described, new Knollwood Plaza branch opens, 886, 1872
- PR, new quarterly (American Public Relations Assoc.), book policy of, 523; book review editor changes address, 973
- Praeger, Frederick A., Inc., U.S. agent for Architectural Press, London, 2493
- Prairie Book Store, Lincoln, Nebraska, closed, 2221
- Pratt, Dana J., 119
- Pratt, Enoch, Free Library, Baltimore, Md.: experience of, with paperbound books, described, 2434
- Prentice-Hall, Inc.: starts new juvenile dept., 1886; see also Chessman, Caryl
- Prepaid shipping, see Shipping, prepaid
- Prices, book: increases in, compared to cost-of-living and income trends, 2262; basis for book pricing discussed at Trade Book Clinic meeting, 2352; average prices compared, Fall, 1954-55, 15-year trend in prices reviewed, 2539
- Princeton University Press: to expand business and manufacturing plant, 2413; announces staff changes, 2485
- Princeton University Store, Princeton, N.J., experience of, with paperbacks as college texts, 1750
- Printing: Fotosetter Devanagari script face developed by Intertype for India, 561; report of AAUP Committee on Manufacturing Economics reviewed (article), 631; Minnesota Mining & Manufacturing Co.'s new makeready process, 916; improvement in letterpress procedures discussed by Printing House Craftsmen, 922; see also Color; Film composition; Graphic Arts Industry, Inc.; Lithography, offset
- Printing House Craftsmen, International Assoc. of: holds annual convention, elects officers, reviews technical procedures, 922; lays plans for Printing Week and year-long promotion of Franklin anniversary, 2310
- Printing Industry of America, Inc., announces annual convention, 1594; holds convention, elects officers, discusses economic trends and improved management techniques, 2018
- Printing Week, 1956, to tie in with 250th birthday of Benjamin Franklin, 2289; promotion plans described, 2310
- Privacy, right of: living persons, but not deceased ones, protected against fictionalized accounts of their lives, 2537
- Prizes & awards: Addams, Jane, Children's Book Award, 1288; American Academy of Arts and Letters, new members, 2481; Amer. Institute of Architects, citation of honor, 171; American Philosophical Society, Phillips Prize, 115; Balch, Emily Clark, Prize Contest in poetry and the short story, 1724; Bernays, Edward L., Foundation Award, 2543; Carey-Thomas Award, 2474; Christopher Awards, 713; Commonwealth Club of Calif. literary awards, 1981; Dodd, Mead-Compact "Seventeenth Summer" Literary Competition, 534; Dutch Academy of Letters, 461; Dutton-Macrae Work with Young People Award, 28; Edison, Thomas Alva, Foundation Nat'l. Awards for children's books, 1814; Goncourt Prize, 2481; International Fantasy Awards, 1724; Lamont Poetry Selection, 1955, 1981; Lecomte du Nolly award, 2208; National Book Awards, 1721, 2065, 2473; National Council of Women of the U.S. makes first book award, 2066; New England Society Award, 2482; Newbery-Caldecott Awards, 371, 1975; Nobel Prize for literature, 1955, 1974; Ohioana Awards, 1724; Renaudot, Theophraste, Prize, 2481; Saxton, Eugene F., Memorial Trust fellowships, 1981; Tamiment Institute \$500 prize for American biography, 1724; Western Writers of America, Spur Awards, 170; White, William Allen, Children's Book Award, 2481; Wilson, Woodrow, Foundation \$1000 prize, 1555; Yale Series of Younger Poets, 534
- Promotion, book: ABA convention panel discusses sales promotion: by large bookstores, 19; by department store book depts., 104; statistics on use of various promotional aids by larger bookstores presented in ABA cost survey, 449;

Coward-McCann and General Electric co-operate in planning "saturation promotion" of new book on home lighting, 468; trade book promotion by university presses discussed at annual meeting of AAUP, 611; bookseller-publisher co-operation planned for fall and Christmas promotions, 1196; 150 major fall promotions, 1200; fall highlights in: technical and scientific books, 1248; medicine and psychology, 1259; scholarly books, 1264; business and business economics, 1274; reference books, 1277; fall backlist campaigns, 1450; Christmas book features in newspapers, 1961, in magazines, 1962; promotions for "The Man in the Gray Flannel Suit" (article), 1970; ABA forms Promotion Fund Committee to establish industry-wide promotion fund, 2052; bookstore promotion techniques discussed by Muriel Gates at ABA Los Angeles regional meeting, 2055; promotion of "Buffalo Bill and the Wild West" described (article by Lucius Beebe), 2059; promotion campaign for "Gift from the Sea" described (article), 2062; promotion tie-ins for "The Exurbanites" described (article), 2121; "January Books to Tie in with Franklin Birthdays Celebrations," 2188; other major Jan. books, 2189; "Press-Publisher-Store Co-operation Results in Phenomenal Sale" (article on launching of Harper book), 2218; General Foods uses juveniles as cereal box-top premiums, 2272; group of Canadian publishers and booksellers co-operate in books-as-gifts campaign, 2353; PW 1956 Book Promotion Calendar, 2397; see also Children's books; Paper-covered books

Publication dates: comment on breaking of, from reviewers' standpoint, by Harry Hansen, 1627; "cynicism" of booksellers and publishers about, attacked by ABA, 2410; editorial, 2417

Publishers Adclub: announces season's first meeting, 992; asked by National Book Committee for book and readership promotion ideas, 1552; see also PW-Publishers Adclub awards

Publishers Book Bindery, Inc., Cambridge, Mass., moves, 63

Publishers' Weekly, Special No.'s: Fall Children's Book No., Jul. 23; University Press No., Aug. 13; Fall Announcement and Export Sales No., Sept. 17; Book Week No., Oct. 22

Publishers' Weekly-Publishers Adclub Awards: judges and rules announced, 992; third judge chosen, 2066

Publishing methods: Trade Book Clinic meeting discusses different economic approaches open to trade book publishers, 2351; see also Assoc. of Amer. Univ. Presses

Publishing trends and statistics: publishers report sales trends, first half of 1955, 1195, 1196; good sellers for Christmas season discussed, fiction shows rising popularity, 1546; Oct. title statistics hit new high, 1959; Trade Book Clinic meeting presents breakdown figures on trade book costs and profits, 2351; see also "Book publication," monthly title statistics

Publix Book Mart, Cleveland, O., co-operates with savings bank using unabridged dictionaries as prizes in promotion, 127

Puma, Fernando, obituary, 2482

Puner, Morton, 1891

Purdy, Theodore M., 2358

Putnam, David Binney, 1867

Putnam, Herbert, obituary, 801

Radford, Doris, 2072

Radio & TV: sales promotion by bookstores on TV discussed at ABA convention, 21; N.Y.C. bids for increased TV programming, suggests out-of-city TV centers, 187; effectiveness of TV in promoting book sales cited by book buyer of Zimmer's Grand Rapids, Mich., 543; Longmans, Green to provide recorded author interviews for local radio programs, 699, 865; N.Y. Public

Library compiles "TV Guide to Books" for children, 864; "Effects of TV on Reading: New Survey," 869, comment by John Crosby, 863; Methodist *Christian Advocate* survey of subscribers finds reading unaffected by TV, 2340; trends in TV programs using books (article), 2532

Radio & TV, book programs: Armstrong Circle Theatre, NBC-TV, 1544; "Bess Myerson Show," WABC, N.Y., 609; "Book Hunters, The," Mutual Network, 15, 207, 445, 779, 1449, 1629, 1794, 1867, 2187, 2403, 2467; Book-of-the-Month Club Theater (projected), 660; "Book Talk," Univ. of Ill. TV show, 2467; "Books in Profile" (Virginia Peterson), WNYC, 1543; "Carnival of Books," 865, 1794, 2531; "Cavalcade of Books," 1881, 2052, 2058; Highest, Gilbert, 865, 1543, 1711, 2117, 2341; "Home Show," NBC-TV, 157, 2051; "Let's Listen to a Story," 609, 1543, 1794, 2403; "Merry Mailman," WOR-TV, 157; "New York, '55," WRCA, N.Y., 157; "Oppenheimer, Evelyn, Book Review Show," TV, Dallas, Tex., 1711; "Paging the New," see "Reader's Review"; "Radio Playhouse," WOR-TV, 157; "Readers' Almanac" (WNYC), 1867; "Reader's Review," ABC, 307, 609; San Luis Obispo County (Calif.) Free Library radio & TV shows, 609; Spock, Dr. Benjamin, TV program on child care, 1629; "Today in Georgia," WSB-TV, Atlanta, 1867; "Weekday," NBC, 2051; Weltz, Nat, English-language radio program, Guadalajara, Mexico, 2531; "Young Book Reviewers," 1449, 2341, 2467

Radston's, Berkeley, Calif., correct address of, 1003

Rahitz, Robert, 1727

Rainer, Robert F., 118

Rand McNally & Co.: plans "Chicago Assembly" commemorating firm's 100th anniversary, 2479

Randall, David A., 1649

Random House: sales figures quoted for 3 juvenile series, 971; takes over Doubleday's textbook dept., 1553

Raymond, Cranston D., Jr., 1984

Rea, Oliver, 1558

Reading: *This Week* publishes 3rd article, by Charles Laughton, in "Wake Up and Read!" series, 157; "Why Johnny Can't Read," by Rudolf Felsch, widely syndicated, reader response heavy, 307; Felsch controversy continues, summarized by Jhan and June Robbins in *This Week* "Wake Up and Read!" series (editorial), 365; teen-age reading habits shown in sales of Teen-age Book Club, 521; effect of U.S. mass education on reading tastes (editorial), 803; statistics on comic book reading, 972; GI reading in Korea surveyed by reporter, 1628; lack of guidance for beginning readers cited, 1792; sessions on reading and books planned for annual meetings of Nat'l Council of Teachers of English and Nat'l Council for the Social Studies, schedules detailed, 1811, editorial, 1817; need for improved reading texts cited by NEA Journal, 2116; meeting of Nat'l Council of Teachers of English includes panels on "Lifetime Reading Habits," 2275; Methodist *Christian Advocate* surveys subscribers and Methodist bookstores on reading habits and preferences, 2340; responsibilities, problems and experiments of English teachers in developing lifetime reading habits discussed at annual meeting of Nat'l Council of Teachers of English (article), 2404; need cited for continuing public interest in teaching children to read (editorial), 2483; see also Book Manufacturers' Institute, Library Club reading incentive plan; Radio & TV

Recent Books in Mexico moves, 1980

Records, phonograph: Columbia Records announces new price policy, 169; Doubleday Book Shops launches Dolphin Records, new LP series, 796; Columbia Record Club launched, record

- trade situation reviewed, 872; dealers' objections to club analyzed, 1975; book recordings to be listed in *Publishers' Weekly* "Weekly Record," 2049
- Reed College Bookstore, Portland, Ore.: described at annual meeting of AAUP, 618; history and operations, 1002
- Reference books, fall highlights among, 1277
- Regnery, Henry, Co.: plans bi-monthly magazine, *Conservative Review*, 1199; N.Y. offices move, 1288
- Reid, William F., 2358
- Religious Book Shop, Alexandria, Va., moves, 130
- Religious books: upward sales trends reported for first half of 1955, 1196
- Religious Publishers Group: names Lenten Reading List selectors, 797; plans annual meeting, 1979; Lenten Reading Lists to be published and distributed by *Library Journal*, 2354; hears discussion of retail selling of religious books, 2476; offers members a "basic list" of reviewers, 2480
- Reprint Book Shop, Washington, D.C., opens, 2558
- Returns policies discussed from bookseller's viewpoint at ABA Los Angeles regional meeting, 2056
- Returns policies, publishers: Indiana Univ. Press, 171; Oxford Univ. Press, 873; Univ. of Washington Press, 1556
- Review media, newspapers: Chattanooga (Tenn.) *News-Free Press*, 2187; Fairfield County (Conn.) *Fair*, 2402; Fort Pierce (Fla.) *Press*, 1867; Gary (Ind.) *Post-Tribune*, 1961; Grand Prairie (Tex.) *Texan*, 1961; Long Island (N.Y.) *Newsday*, 1544; Los Angeles *Times*, 2341; Pittsburgh (Pa.) *Press*, 609; Sarasota (Fla.) *News*, 2531; Vt. *Valley News*, 1711; Virginia Publishing, Inc. (Warrenton) *Fanquier Democrat* and *Leesburg Loudoun Times-Mirror*, 1544
- Reynal & Company plans first list, 1465
- Reynolds, Donald R., 1650
- Reynolds, Quentin: libel suit of, against Westbrook Pegler, reviewed, 2535
- Rhodes, Warren L., 879
- Richards Press, London, moves, new quarters described (in article by Frank Swinnerton), 707
- Rich's, Atlanta, Ga.: book dept.'s staff orientation methods described at ABA convention, 102
- Rich's, Knoxville, Tenn., opens, 863; book dept. in, described, 2425
- Rights, authors', see Authors' rights
- Rights, subsidiary, see Subsidiary rights
- "Rights and Permissions," by Paul Nathan, weekly column
- Rinehart & Co., Inc.: sells controlling stock interest in A. S. Barnes & Co. to John Lowell Pratt, 1815
- Ringgenberg, Lyle, 1469
- Rivers, Pauline W., 119
- Roberts, Colin H., 995
- Roberts, Henry B., 368
- Roberts, Richard E., 200
- Robinson, Rachael, 644
- Robinson-Patman Act, cases under: see College Book Exchange
- Rodger, John, obituary, 2127
- Ronald Press: buys textbook line of A. S. Barnes & Co., 1815
- Rosenfeld, Mary-Virginia, 174
- Roth, Samuel: indicted again for sending allegedly obscene materials through mails, 457; trial postponed, 875
- Rothschild, Joan, 2484
- Rowland, Samuel J., 1984
- Royalties: liability for, may shift with change of copyright ownership, 451; U.S.S.R. reported ready to pay royalties to U. S. authors, 1463; see also Authors' League; Authors' rights
- Royer, Catherine, 1727
- Rubin, Dr. David, 367
- Rudy, Ken, 2484
- Rushmore, Arthur W., obituary, 1467
- Russak, Ben, "Exhibiting American Books Behind the Iron Curtain," 1964
- Russia. see U.S.S.R.
- Sager Lakewood Bookshop, Long Beach, Calif., to move, 476; moves, 2367
- St. Martin's Press: celebrates 3rd anniversary, to publish U. S. authors as part of new policy, announces staff changes, 643; correction, 877
- St. Paul Book & Stationery Co., St. Paul, Minn., promotional activities of, 885
- Salinger, Inez, 1503
- Salivar, Mildred, 2071
- Santa Rosa Book & Bible House, Santa Rosa, Calif., sold, 2367
- Santo Venasia G.M.B.H., Cologne, Germany, operations described (by Dr. Fred Kracht), 1306
- Sather Gate Book Shop, Berkeley, Calif., stresses personal service in ad series, 2261
- Satterfield, Billie, 1818
- Saturday Review, The: announces 1956 schedule of special numbers and features, 2403
- Schachner, Nathan, obituary, 1647
- Scharbach, Mrs. Radka, 725
- Schartle, Patricia, 465
- Scheer, George F., 118
- Schiffer, Donald, 1558
- Schlam, Edgar D., obituary, 459
- Schneider, Bennett, 804
- Schneider, Victor J., 2419
- Scholarly books, fall highlights among, 1264
- Schroeder's Book & News Store, Cleveland, O., changes ownership, 1902
- Schulte, Anthony, 1891
- Schwartzman, Abraham, 2145
- Scott, Elanor, Bookshop, Inc., Syracuse, N. Y., formerly Emily Mundy's Bookshop, 812
- Scott, Foresman, Inc. elects officers, 118; opens new West Coast regional office, 1885
- Scott, Willis H., 118
- Scribner Book Store, N. Y. C., redecorated, quarters described, 2196; editorial, 2209
- Scribner's, Charles, Sons: shipping and warehousing dept. moves to Belleville, N. J., 532; color reproduction in imported fine arts books (article), 912; Belleville, N. J., shipping and billing plant described (article), 2268
- Seabury Press announces staff changes, 1558
- Segui, Salvador, 2072
- Shair, Ruth, 2276
- Sheinbaum, Mrs. Zahawa, 532
- Sheldon, Joel, 1553; "A Plan for Regional Distribution," 2118; comment by bookseller (letter), 2263
- Shelley's Book Store, New Brunswick, N. J., opens branch, 1483
- Sherwood, Robert E., obituary, 2208
- Shilcock, Mae A., 1727
- Shimkin, Arthur, 1890
- Shine, William R., 2418
- Shipping, book: Martindale's, Book Store, Beverly Hills, Calif., suggests use of Teletypewriter to speed orders from West Coast, 444; possibilities of co-operative shipping by Univ. presses discussed at annual meeting of AAUP, 617, 621; see also Postal rates
- Shipping, prepaid: Cornell Maritime Press, 461; Huntington Library and Art Gallery, 116
- Shir-Cliff, Bernard W., 2418
- Shober, Frank W., obituary, 2482
- Shopping centers: "How Consumers Choose Between Shopping Centers and Downtown," by John T. Winterich, 524; "The New Suburban Branch Store: A Postwar Development" (article), 1868, editorial, 1888
- Silver, Alice B., 747
- Silver Burdett Co. elects four new directors, 709
- Simon and Schuster: launches new 25-cent line,

- Mickey Mouse Club Books, 369; releases sales figures on Golden Books line, 1792; announces personnel changes in Golden Book and Record division, 1890; Golden Books and Records hit new sales high, 1959; promotions for "The Man in the Gray Flannel Suit" (article), 1970; Golden Books color plates leased to foreign publishers, 2530
- Simons, George Calvert, 1469
- Simpkin Marshall Ltd., London, receivership of, continues to affect British book trade (in article by Frank Swinnerton), 705
- Skira, Inc., Publishers: "Experiment and Experience: Skira Art Book Production" (article), 2290
- Slander: need for proof of injury in bringing action for slander upheld in court case, 1879
- Slaughter, Robert E., 1890
- Slote, Leslie, 368
- Small's Book Store, Washington, N. C., holds autographing party to tie in with 4-day pageant at Bath, N. C., 2082
- Smith, W. H., & Son (Canada), Ltd. buys Somerville's Book and Stationery Store, Kingston, Ont., 185
- Smith & Butterfield, Evansville, Ind., quarters and operations of juvenile dept. described, 1826
- Snellenburg, N. & Co., Inc., Philadelphia: to open new store, 374; suburban branch stores described, 1877
- Snyder, Henry M., & Co.: opens new Manila branch, 454
- Soccer Associates to use "SportShelf" imprint for all new titles, 2273
- Soelistic, Mr., 2210
- Sommerville's Book and Stationery Store, Kingston, Ont., sold to W. H. Smith & Son (Canada) Ltd., 185
- Sonn, Ingeborg, 2276
- South Africa: government censorship under heavy criticism, 2480
- Spain: joins UNESCO agreement abolishing import duties on books, etc., 454
- Specht, Dean, 1469
- Special Libraries Association: publishing division elects officers, 109
- Special offers: bookseller lauds Houghton Mifflin "double discount" plan (letter), 2341
- Special offers, publishers: Crown, 2274; Doubleday, 877; Farrar, Straus & Cudahy, 1646, 1887; Greenberg, 1980; Hafner, 713; Hanover House, 1887; Harper, 1646; Holt, 171; Houghton Mifflin, 1732; Knopf, 2273; Macmillan, 1646; Mill, M. S., 2273; Morrow, 1467; Norton, 2415; Pantheon, 2126; Prentice-Hall, 1816; Princeton Univ. Press, 1980; Revell, 1556, 1980; Simon and Schuster, 1887, 1980; Taylor, Coley, Inc., 534; Vanguard, 28; Viking, 1646
- Special orders, handling of, discussed at ABA convention, 162
- Spectator, The, weekly at State Prison of Southern Mich., carries book reviews, 2531
- Spencer, Constance, San Francisco bookshop, uses Book Week slogan for successful juvenile book ad series, 2084
- Sproul, Kathleen, 2485
- Stacey, J. W., Inc., San Francisco: expands retail and wholesale business (editorial), 535; launches new annual catalog, "Medical Books in Print," 1886
- Stair, Gobin, 1558
- Stanford Univ. Press: widens scope of co-operative sales agreement, 649
- Stanforth, Cleora, 650
- Starrett, Agnes Lynch, 2357
- Statistics, general: book manufacturing activity compared, first half of 1954-55, 1579
- Steimatzky, E., 2277
- Stephens, Cyril W., 1727
- Stephens Book Service, N.Y.C., moves, 2085
- Stevens, Wallace, obituary, 646
- Stewart, Brooks, 804
- Stiner Book Shop, Baltimore, Md., moves, 130
- Stock control, arrangement and ordering discussed at ABA convention, 16, 100, 162
- Stone, Herbert L., obituary, 1724
- Stone, Patricia, 715
- Strasser, Ann, 648
- Stratman, George E., 174
- Stuart, Errett, 2419
- Subsidiary rights: TV-movie competition for book adaptation rights may be affected by projected Book-of-the-Month Club Theater, 660; film companies reported critical of high prices of rights to novels and plays, 698; movie rights and TV-on-film rights not separable under current custom, 729; British publishers protest U.S. practice of arranging paper reprints of books imported in sheets, 1005; see also Authors' rights; "Rights and Permissions," weekly column
- Suburban shopping centers, see Shopping centers
- Sutton, Effie, Book Store, Jacksonville, Fla., uses unusual promotion scheme to move old stock, 1564
- Sutton, William B., 715
- Swank, Dick, 466, 2484
- Swannee Bookshop, St. Petersburg, Fla., opens, 2284
- Swinnerton, Frank, "A Word from London," 705; correction, 1449
- Talman Book Co., Asheville, N.C., formerly Brown Book Corp., 1902; name changed to Book Center, 2221
- Taplinger, Richard, "Asians Want American Books—And Aren't Getting Them," 781
- Taplinger Publishing Co., Inc. announces first list of books by contemporary Asian writers, 1286
- Taraporevala, Jal Hirji D., 1291
- Taxes: Curtis Bill, before Congress, would mitigate problems of fluctuating income for authors and others, 2414
- Taylor, Joan Kennedy, 1985
- Taylor, John W., 1889
- Teaching Tools, educational quarterly, reviews books, 2341
- Technical and scientific books: fall highlights among, 1248
- Teen-Age Book Club: sales statistics, 521
- Teeple, Andrew R., 1985
- Television, see Radio & TV
- Textbooks: bookseller's problems in selling textbooks discussed by head of Whitlock's New Haven college store, 662; need for improved reading texts cited by NEA Journal, 2116; see also Amer. Inst. of Graphic Arts, Textbook Clinic; N.Y. Textbook Publishers Group
- Thailand: book industry described (in article by Robert E. Banker), 704
- Thayer, Marjorie, 1886
- Theobald, Paul, obituary, 1982
- This Week magazine, "Wake Up and Read!" series: 3rd article, by Charles Laughton, 157; 2nd article, by Jhan and June Robbins (summary of reading instruction controversy), 365
- Thomas, Iris, 2210
- Thomas, Paul E., 538
- Thorndike, Augustus, Jr., 1985
- Thornton, Father Francis B., 118
- Thornton, Richard H., 2418
- Tice, F. A., 118
- Tilley, Robert J., 466
- Title index, monthly, last issue of each month; see also Fall Book Index 1955; Fall Index of Children's Books
- Title statistics, see "Book Publication"
- Today's Health carries book review section, 1199
- Tomei, Felix J., Jr., 368
- Tommasini, A. R., 922
- Tompkins, Lucy, "Ten Cities to Hold Book Fairs," 308

- Tower, Fred L., Cos., Portland, Maine, move, 2481
- Toy Shop, The, Seattle, Wash., opens new children's book dept., 725
- Toys: sales figures for 1955 predicted, total and by categories, 1866; average family expenditures for Christmas toys estimated, 2115
- "Trade Shows for Buyers," 115
- Translations, book: translation by machine, 97
- Travel books: current titles analyzed by *Consumer Reports*, 2117
- Tro Harper Books, San Francisco, operations of two stores described, 1476
- Truman, Harry S., autographing, 2064, 2282
- Tuckerman, Arthur, obituary, 2127
- Turkey: first IMG applications approved, 639
- Twain Publishers, Inc., N.Y.C., moves, 2354
- Typefaces: trends in, shown in tabulation of Linotype faces used in Fifty Books, 1925-55, 921
- Typefaces, new, announced by: American Type Founders, 574; Amsterdam Continental Types and Graphic Equipment, Inc., 64, 65; Bauer Alphabets, 572; Intertype Fotosetter, 561; Lanston Monotype, 572
- Typewriter-offset, uses and value of, discussed in AAUP study of manufacturing economies, 635
- Typographic Service, Inc., Philadelphia, endows scholarship in advertising art, 2311
- Underwood, Richard G., 2072
- UNESCO: agreement abolishing import duties on books, etc., joined by Spain, 454; signed by 2 more countries, other signatories listed, 1281; American Legion committee absolves UNESCO of charges of disloyalty, communism, etc., 1448; American Legion denounces UNESCO at annual convention, demands abolition of U.S. Nat'l. Commission for UNESCO, 1813; UNESCO sponsors seminar in New Delhi, India, on development of Asian public libraries, 1721; names Acme Code Co. U.S. agent for UNESCO book coupon business, 1974; World Art Series publication program described, 2078; American Veterans Committee backs UNESCO at annual convention, "deplores" American Legion attacks, 2123; 7th revision of "Handbook of the International Exchange of Publications," 2493
- Union News Co. elects four new directors, 747
- U.S.S.R.: reported ready to pay royalties to U.S. authors, 1463; Soviet memorandum at Geneva Big Four foreign ministers conference backs principle of free flow of information, 1973; U.S. and Soviet Union libraries to expand publications exchange program, 1973; Geneva conference fails to reduce barriers to cultural exchange, 2204; "A Recent Visit to Moscow," by W. S. Hall, 2342
- U.S. Information Agency: "Profile of America," by Emily Davis, not withdrawn from overseas libraries (letter) 15; House-Senate committee drops funds for translation of "Profile of America" from USIA budget, 109; Advisory Committee on Books Abroad forms task force to report on ways to improve overseas distribution of U.S. books, 1281; Atoms-for-Peace exhibits tour Europe and Asia, 1306; seminar on USIA book translation program held in Europe, 1645; Federal judge denies First Amendment plea in loyalty probe of author in USIS libraries, 2206
- Universal Book Shop, Everett, Wash., name changed to Book and Record Shop, 2284
- Universal Photo Books, photography book publisher, subsidiary of Verlan Books, Inc., 642
- Univ. of Chicago Bookstore, Chicago, Ill., detailed system of, for stock ordering and promotion planning, described at ABA convention, 158
- Univ. of Chicago Press: to publish regular newsletter, 972; to publish first titles in Phoenix Books line of higher-priced paperbacks, 2205
- Univ. of Illinois Press: widens scope of co-operative sales agreement, 649
- Univ. of Texas Press receives gift fund, 641
- Univ. of Washington Bookstore, Seattle, Wash.: stock control system described at annual meeting of AAUP, 617; semi-annual sales, 1001
- Univ. of Washington Press: appoints export representatives, 2069
- Univ. of Wisconsin Press: forms affiliation with Microcard Foundation, 641
- University presses: PW University Press No., Aug. 13; quantity and scope of Univ. press publishing cited by Victor Reynolds, 608; report upward sales trends for first half of 1955, 1195; see also Association of American University Presses
- University Store Co., Orono, Maine, destroyed, 890
- Van Doren, Peter, 1649
- Van Nostrand, D., & Co.: moves N.Y.C. service office, 1980
- Van Vechten, Carl: 75th birthday marked by exhibits, bibliography, 178
- Vanderbilt, William H., 1984
- Vanity publishers, operations of, discussed in *Harper's*, article reviewed, 156
- Verlan Books, Inc., forms subsidiary, Universal Photo Books, 642
- Vickie's Book & Letter Shop, Alamogordo, N.M., formerly Emily's Book Store, 548
- Viking Press: to launch new higher-priced paperback series, Compass Books, 2540
- Village Book Shop, Carmel, Calif., closed, 1483
- Village Voice, The, N.Y.C., launched, 2117
- Vixen Press, N.Y.C., owner indicted for mailing "obscene publications," 458
- Vroman, A. C., Inc., Pasadena, Calif.: improves wholesale service (editorial), 535; to stock complete Winston line, 993; Leslie I. Hood dies, 875; Joel Sheldon elected president, 1553; Joel Sheldon outlines plan for regional wholesalers (article), 2118; comment (letter), 2263
- Walker, Joe C., 879
- Wallace, Irving, "The Anatomy of Inspiration—From 'The Fabulous Originals,'" 974
- Wanamaker, John, suburban stores in Yonkers, Wynnewood (Philadelphia) and Wilmington, Del., described, 1871
- Wanamaker's, Philadelphia: stock classification and display methods of book dept. discussed at ABA convention, 100
- Wareham, Richard T., 119
- Warne, Frederick, & Co., U.S. agents for John Bartholomew & Son Co., 471
- Watt & Shand, Lancaster, Pa., operations of book dept. described, 1828
- "Ways & Means," occasional department on production methods and materials: 916, 1592
- Webb, Dwight W., 715
- Webster, Dora, 536
- Webster Publishing Co., St. Louis, Mo., announces roster of officers, 1726
- "Weekly Record" of book publication, weekly department; adds book recordings, 2049, 2275
- Weidman, Victor W., 2357
- Weinstock, Herbert, 2545
- Weiskopf, Herman E., 1727
- Weiss, Carolyn, 2072
- Weltz, Nat, 1291
- Wenaberg, Peter C., 648
- West Germany: Bertelsmann Book Club, German book club plan operating through bookstores, described, 800; "The Frankfurt Book Fair, 1955," by Rudolph C. Ellsworth, 2468
- Western Writers of America hold annual convention, present Spur Awards, 170
- Weston, J. W., 118
- Whalen, Frank J., Co., Los Angeles, sold to Wolfe-Harrington Co., Norwalk, Calif., 476
- Wheeler, Leslie E., 1776
- Wheelwright, Bond, Co., Portland, Maine, moves, 2481
- White, Edward W., 2210
- White, Robert M., 366

White, William Chapman, obituary, 2482
 Whitfield, Paul O., 2485
 Whitlock's, Inc., New Haven, Conn., history, 661
 Wholesalers, book: American News Co. outlines new policy, 194, editorial, 193; use of jobbers by bookstores surveyed, 443; FTC issues order to Doubleday against discriminatory discounts among jobbers, but upholds discount differentials in principle, 987; plan for regional jobbers outlined by Joel Sheldon of Vroman's (article), 2118; editorial, 2128; comment by bookseller (letter), 2263; Council for Independent Distribution (news jobbers), formed, 2431
 Williams, Harold E., obituary, 2355
 Williams, J. Randall, 366, 879
 Wills-Jervis Book and Stationery Co., Greensboro, N.C., sold, 548
 Wilson, Dr. Frank T., 2419
 Wilson, H. W., Co.: sells back-number periodicals division to Back Issues Corp., 797
 Wilson, Justina Leavitt, obituary, 1647
 Winston, John C., & Co.: Talking Books line promoted on TV children's show, 157; complete line of, to be stocked by Vroman's, Pasadena, 993; sales agent for Magic Talking Books, 2079
 Winterich, John T., "How Consumers Choose Between Shopping Centers and Downtown," 524
 Winters, John F., obituary, 460
 Wisdom magazine, new national monthly, to begin publication, 1629

Wise, Wm. H., & Co.: ordered by FTC to change certain trade practices, 1287; files petition in bankruptcy, 2205
 Witkower's, Hartford, Conn., reports on its most successful book fair, 2365
 Witten, Laurence, Bookseller, New Haven, Conn., moves 1902
 Wohlforth, Robert, 536
 Wolfe-Harrington Co., Norwalk, Calif., buys Frank J. Whalen Co., Los Angeles, 476
 Women's Nat'l. Book Association: holds session on books in TV and motion pictures, 1665; WNBA-sponsored courses in children's literature described (article by Virginia H. Mathews), 1802; sponsors Book-A-Day for Eisenhower, 2479
 Wreden, Nicholas, obituary, 644; memorial service for, 1467
 Wright, Marcia, 1649
 Wright, Norman, 2358
 Wyn, A. A., Co. to move warehouse, 2415
 Yale Co-operative Corp., New Haven, Conn., history and current operations, 664
 Yale University Press: production plans for "The Papers of Benjamin Franklin," 62
 Yoseloff, Thomas, 879
 Yost, Otis, 2210
 Young, Anita, 2072
 Zavelle, Aaron, obituary, 2543
 Zevin, Ben, 1558
 Ziegler, Carl, 466
 Zoschak, Michael A., 643, 1890

INDEX OF ADVERTISERS—JULY-DECEMBER, 1955

Abelard-Schuman, Inc., 250, 1032
 Abingdon Press, 240-241, 593, 861, 1030-1031, 1698, 1954-1955, 2182, 2463
 Abrams, Harry N., Inc., 1034-1035
 Am-Rus Literary & Music Agency, 728
 American Tourist Association, 1990, 2136
 Appleton-Century-Crofts, Inc., 435, 1033
 Arco Publishing Co., Inc., 1036
 Arts, Inc., 600, 2363
 Association Press, 383, 1037
 Audubon Bird Call, 813
 Augsburg Publishing House, 1038-1039
 Baker Book House, 1040
 Bantam Books, Inc., 1491, 2147
 Barnes, A. S., & Co., 1041, 1701
 Barnes & Noble, Inc., 1042
 Barrows, M., & Co., Inc., 1043
 Basic Books, 95
 Beacon Press, 1044
 Bennett, Charles A., Co., Inc., 1045
 Bloch Publishing Co., 733
 Bobbs-Merrill Co., The, Inc., 236-237, 766-769, 955-957, 1046-1047
 Book Records, Inc., 1048
 Bookman Associates, 1049
 Braziller, George, 1051
 British Book Centre, 666
 Broadman Press, 1052-1055
 Bruce Publishing Co., The, 283, 1056
 Bullard, Howard O., Inc., 2311
 Cambridge University Press, 1537
 Capitol College Press, 186
 Capitol Publishing Co., 1058
 Chicago Tribune, 420, 760, 1428, 1776, 2108, 2388
 Childrens Press, 262-263, 1782
 Chilton Company, 189, 1060
 Citadel Press, 1062-1063
 Coley Taylor, Inc., 153, 1179
 Collins, William, Sons, & Co., Ltd., 1061
 Columbia Mills, The, Inc., 923, 2017
 Columbia University Press, 773, 1064, 1439, 2337
 Concordia Publishing House, 858, 960, 1065, 1440, 1536, 1624, 1702
 Connecticut Printers, Inc., 574
 Cormac Industries, Inc., 2020
 Cornell University Press, 1066

Coward-McCann, Inc., 300, 517
 Cowman Publications, 2046
 Criterion Books, Inc., 1067
 Crowell, Thomas Y., Co., 297, 1068, 1783
 Crown Publishers, Inc., 1069, 2517-2523
 De Graff, John, Inc., 1071
 Dell Publishing Co., Inc., 721-724, 1070
 Devin-Adair Company, The, 1072-1073, 1788-1789
 Dial Press, 145-149, 1074-1075
 Dodd, Mead & Co., 290-291, 438, 853-856, 1076, 1436-1437, 1780-1781, 2074-2075
 Dodge, F. W., Corp., 1077
 Doubleday & Co., Inc., 12, 154, 257-259, 520, 606, 776, 862, 1078, 1446, 1540, 1626, 1705, 1857-1861, 2177-2179
 Dover Publications, Inc., 1310
 Du Pont De Nemours, E. I. & Co., 63, 571, 919, 1597, 2013, 2307
 Dutton, E. P., & Co., Inc., 93, 222-224, 983-986, 1079
 Evergreen Books, 690-691
 Falcon's Wing Press, The, 1080-1081
 Farrar, Straus & Cudahy, Inc., 301, 1082, 1617-1619, 1949-1952
 Fell, Frederick, Inc., 440, 512-513
 Free Press, The, 1083
 Funk & Wagnalls Co., 280, 514-515, 1084, 1787
 Funk, Wilfred, Inc., 775, 1303
 Garden City Books, 251-254, 941-947, 2486-2487
 Gilbert Press, 1699
 Gotham Lithographing Co., 2021
 Grace Books, 2284
 Grayson Pub. Corp., 2258
 Greenberg: Publisher, 111-114
 Grosset & Dunlap, 217-221, 597
 Grove Press, 1085
 Hanover House, 1086, 1707, 2486-2487
 Harcourt, Brace & Co., 260-261, 1087, 1479-1482, 2041-2043, 2114
 Harper & Brothers, 232-233, 1088-1089, 1429-1435, 1539, 1625, 1731, 2184
 Hart Publishing Co., 302-304
 Harvard University Press, 1090-1091
 Hastings House Publishers, Inc., 1092
 Hawthorn Books, Inc., 1093
 Holiday House, 299

Holliston Mills, The, Inc., 57, 563, 911, 1589, 2007, 2295
 Holt, Henry, & Co. Inc., 88-89, 150-151, 255, 761-765, 1096, 2457-2459
 Horizon Press, 1097
 Houghton Mifflin Company, 271, 430, 505-511, 1094-1095, 2253-2257
 Hurry House, 1004, 1438, 1741, 1897, 2080
 Indiana University Press, 439, 1099, 2087
 Interlaken Mills, 48, 554, 902, 1578, 2002, 2288
 International Publishers, 1100
 Jiffy Manufacturing Co., 1427
 Joanna Western Mills Co., 569, 1595, 2303
 John Day, The, Co., 1101
 Johns Hopkins Press, The, 1102
 Kenedy, P. J., & Sons, 1103, 2389-2391
 Kingsport Press, Inc., 55, 539, 909, 1585, 2005, 2293
 Knopf, Alfred A., Inc., 234-235, 770, 1105, 1658, 1958, 2528
 Korshak, Melvin, Publishers, 963
 Ladies' Home Journal, 695, 771, 961
 Lane Publishing Co., 1704
 Larousse, La Librairie, 1670, 1999
 Librairie Plon, 1311, 1834
 Lincoln Memorial University Press, 1438
 Lippincott, J. B., Co., 266-267, 857, 1108, 1777-1778
 Little, Brown & Co., 81-85, 230-231, 1106-1107
 Longmans, Green & Co., Inc., 11, 90, 268-269, 1109
 Lothrop, Lee & Shepard Co., Inc., 256
 Louisiana State University Press, 1110
 Macalester Park Publishing Co., 1445
 McGraw-Hill Book Co., 441, 1115, 1786, 2181
 McKay, David Co., Inc., 285, 694, 950-953, 1116, 1310, 2109-2110, 2112
 Macmillan Co., The, 123, 125, 130, 132, 179-182, 228-229, 696, 1111-1114, 1654-1655, 2335, 2524-2525
 Macrae Smith Co., 270, 2396
 Maxton Publishers, 281
 Meredith Publishing Co., 589-591, 1012, 1489, 1577, 1671, 1834, 1906, 2000, 2087, 2223, 2287, 2370
 Mergenthaler Linotype Co., 59, 915, 1593, 2301
 Merriam, G. & C., Co., 1117, 1697, 2047
 Messner, Julian, Inc., 272, 1118
 Michigan State College Press, 1120-1121
 Milam Publications, 1476
 Moody Press, 1011, 1823
 Morrow, William & Co., Inc., 244-245, 685-687, 1124-1125
 Muhlenberg Press, 1126
 National Bible Association, 962
 National News Agent, Bookseller, Stationer, 2280
 Nelson, Thomas & Sons, 286, 958-959, 968-969, 1620-1621
 New Directions, 1128, 1477
 Newman Press, 1129
 New York Graphic Society, 1703
 New York University Press, 602, 1130
 Noonday Press, The, 1131
 Norton, W. W., & Co., Inc., 1444
 Oceana Publications, 1864
 Oxford University Press, Inc., 96, 273, 442, 519, 970, 1134, 1533-1535
 Pan-L-View, 1438, 1671, 2000, 2136
 Pantheon Books, Inc., 598-599, 1136-1137
 Paper Cutter, 1600
 Phillips Academy, 1567
 Philosophical Library, Inc., 1135
 Platt & Munk Co., Inc., 275, 964-965
 Popular Library, Inc., 192, 734, 1138, 1500-1501, 1693-1696, 2140, 2430
 Popular Mechanics Press, 1139
 Practical Publishers, 1310, 1741, 2135, 2362
 Praeger, Frederick A., Inc., 1143
 Praise Book Publications, 382
 Prentice-Hall, Inc., 1-9, 86-87, 246-247, 1140-1142, 1574-1575, 1779
 Princeton University Press, 1144
 Professional Publication Producers, 1902
 Publishers Book Bindery, Inc., 2021
 Putnam's, G. P., Sons, 434
 Rand McNally & Company, 292-293, 1145
 Random House, 242-243, 1146, 1471, 1734-1735
 Regent House, 548
 Regnery, Henry, Co., 852, 1147-1150
 Reichl, Ernst, Associates, 2020, 2311
 Reinhold Publishing Corp., 967, 1151
 Replogle Globes, 1152
 Revell, Fleming H., Co., 516, 1153, 1706
 Rider, John F., Publisher, Inc., 1156
 Rinehart & Co., Inc., 39-42, 376, 462-463, 546-547, 891-894, 1154-1155, 1441, 2223, 2287, 2338, 2395, 2551-2554
 Ronald Press, 1157
 Roy Publishers, 274, 1158
 Rutgers University Press, 859, 1159
 St. Anthony Guild Press, 1160
 St. Martin's Press, Inc., 1161
 San Francisco Chronicle, 1785
 Scott, William R., Inc., 278
 Scott Publications, 1897
 Scribner's, Charles, Sons, 288-289, 1162-1163
 Seabury Press, The, Inc., 1164, 1700
 Seahorse Press, The, Inc., 1165
 Sheed & Ward, 296, 1167-1169
 Simon & Schuster, Inc., 225-227, 688-689, 845-851, 1170-1171, 2460-2461, 2464
 Skira, Inc., Publishers, 1172-1173, 2048
 Sloane, William, Associates, Inc., 1174
 Smith, Albert D., & Co., 566-567, 913, 1591, 2009, 2298-2299
 Southern Methodist University Press, 1175
 Specialist Publishing Co., 1994
 Stanford University Press, 603, 1176-1177
 Steck Company, The, 298
 Sterling Publishing Co., Inc., 1178
 Transatlantic Arts, Inc., 1181
 Tudor Publishing Co., 1182, 2280
 Twayne Publishers, 1049
 United States Naval Institute, 605
 University of California Press, 1057
 University of Chicago Press, 1059
 University of Georgia Press, 667
 University of Illinois Press, 1098
 University of Kentucky Press, 1104
 University of Michigan Press, 1119
 University of Minnesota Press, 1122-1123
 University of Nebraska Press, 1127
 University of North Carolina Press, 1132
 University of Notre Dame Press, 1863
 University of Oklahoma Press, 91, 1133
 University of Texas Press, 1180
 Vanguard Press, 287, 636-637, 1183, 1953
 Van Nostrand, D. Co., Inc., 592, 772, 1184, 1443
 Viking Press, The, Inc., 294-295, 948-949, 1185, 1622-1623
 Vintage Books, 966
 Warne, Frederick & Co., 774
 Warner Press, 2085
 Warren, S. D., Co., 573, 1599, 2309
 Washburn, Ives, Inc., 1833, 2111
 Watson-Guitt Publications, Inc., 1188
 Watts, Franklin, Inc., 276
 Wayne University Press, 604
 Westminster Press, The, 279, 1186-1187
 Wheelwright, Bond, The, Co., 1189
 Whittlesey House, 238-239
 Wilcox & Follett Co., 248-249
 Wilde, W. A., Co., 1190
 Wiley, John & Sons, Inc., 1191
 Willoughby, Charles A., 1790, 2221
 Winston Co., The John C., 264-265, 601
 Wolff, H., Book Manufacturing Co., 2020, 2311
 World Publishing Co., The, 277, 421-429, 1192, 1708, 2329-2334
 Writer's Digest, 1563
 Wyn, A. A., Inc., 1193
 Yale University Press, 1194, 2183
 Zondervan Publishing House, 1957, 2113, 2260